ALPHA EPSILON RHO

JUDITH C. WALLER, Honorary President

NATIONAL RADIO-TELEVISION FRATERNITY

July 7, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow,

At the national convention of Alpha Epsilon Rho in 1953 you were elected to honorary membership in the fraternity. You were notified of your election and very kindly responded. But then we of AERho apparently "neglected the performance of duty." It is customary for the fraternity to send a fraternity key to the newly elected honorary members.

It was called to the attention of this year's convention that neither your pin nor Mr. Frank Stanton's had been sent to you. Any sort of apology would be trite, but please accept a trite apology any for the long delay.

Perhaps you are interested in the honorary members elected to AERho at this year's convention. These men who, like yourself, have maintained the kind of professional standard toward which the fraternity aims, are H. V. Kaltenborn, Marty Glickman, and Ralph Hardy.

You have set an example of excellence in broadcasting; we who are learning hope to attain that constancy of superior service.

Your pin has been mailed and should arrive shortly after this letter. AERho is honored to present this key, even though long delayed, to a person so deserving the honor.

Sincerely,

John Hackworth

John Hackworth
National Student President

CAL WATSON—Executive Secretary
Radio Station KWSC
Washington State College
Pullman, Washington

JOHN HACKWORTH—Nat'l Student Pres.
Radio House
University of Texas
Austin, Texas

MISS GLORIA HENRY—Nat'l Student Vice-Pres.
Speech Department
Michigan State College
East Lansing, Michigan

REGIONAL VICE-PRESIDENTS

REGION I—LEO MARTIN
Boston University
Boston, Massachusetts

REGION II—PAUL NAGEL
University of Miami
Coral Gables, Florida

REGION III—G. ROBERT HOLSINGER, JR.
Radio Station WOSU
Columbus 10, Ohio

REGION IV—MISS MARY LOU REED
Radio Station KUOM
University of Minnesota
Minneapolis, Minnesota

REGION V—GALE ADKINS
University of Texas
Austin, Texas

REGION VI—DR. KEITH ENGAR
Kingsbury Hall—Room 114
University of Utah
Salt Lake City, Utah

REGION VII—D. GLENN STARLIN
Department of Radio
University of Oregon
Eugene, Oregon

Nat'l Student Prof. Fraternity in Radio + TV

Awards

SP.

APRIL 20, 1953

ALLEN MILLER
STATION KWSC
PULLMAN, WASHINGTON

SORRY ABOUT DELAY ANSWERING YOUR WIRE. I WAS IN WASHINGTON. I AM OF COURSE HONORED TO ACCEPT HONORARY MEMBERSHIP IN ALPHA EPSILON RHO. MY GRATITUDE TO YOU AND YOUR COLLEAGUES. ALL BEST PERSONAL WISHES.

ED MURROW

1-43-7

ESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

...e on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

...=CZA901 NL PD=COLUMBUS OHIO 17=

...N MURROW CBS=

1953 APR 17 PM 9 38

...485 MADISON AVE NYK=

ALPHA EPSILON RHO THE NATIONAL STUDENT PROFESSIONAL FRATERNITY IN RADIO AND TELEVISION AT ITS ANNUAL CONVENTION IN COLUMBUS OHIO HAS ELECTED YOU BY UNANIMOUS VOTE TO HONORARY MEMBERSHIP IN THE FRATERNITY I HOPE YOU WILL ACCEPT THEIR INVITATION THROUGH WHICH THEY HAVE EXPRESSED THEIR ADMIRATION FOR YOUR LONG SUSTAINED RECORD OF OUTSTANDING CONTRIBUTION TO THE PROFESSION OF RADIO AND TELEVISION PLEASE WIRE YOUR RESPONSE TO ME COLLECT AT ROOM 1167 DESHLER WALLICK IN COLUMBUS IF YOU CAN DO SO ANY TIME SATURDAY BEFORE THE CONVENTION CLOSES THAT EVENING IF IMPOSSIBLE BY THAT TIME PLEASE WIRE ME COLLECT AT STATION KWSC PULLMAN WASHINGTON=

ALLEN MILLER NATL EXECUTIVE SEC=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

1953 FEB 6 AM 7 48

Daily Variety

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = Int'l Letter Telegram
VLT = Int'l Victory Letter

...S OF SERVICE
This is a full-rate telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Feb 5th

L.LLZ035 NL PD=LOS ANGELES CALIF 5=

EDWARD R MURROW=CBX TELEVISION

485 MADISON AVE NYK=

CONGRATULATIONS ON WINNING "EMMY" FOR BEST PUBLIC AFFAIRS PROGRAM " SEE IT NOW" DAILY VARIETY RUNNING SPECIAL SECTION MONDAY FROM AWARD WINNERS. MAY WE HAVE PAGE FROM YOU WITH APPROPRIATE COPY SUCH AS "THANKS TO TV ACADEMY ETC" RATE $200.00 PLEAS WIRE COPY COLLECT REGARDS=

HAL SCOTT DAILY VARIETY 6311 YUCCA HOLLYWOOD=.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

FEBRUARY 8, 1953

BECK
KNX
LOS ANGELES

MANY THANKS. WOULDST LET THEM KNOW. SOMEDAY, SOMEHOW WE'LL MANAGE GET OUT THERE. BEST REGARDS

ED MURROW

1-43-7

FEBRUARY 6, 1953

HAL SCOTT
DAILY VARIETY
6311 YUCCA
HOLLYWOOD, CALIFORNIA

THANKS FOR YOUR WIRE. WE DEEPLY APPRECIATIVE OF THE HONOR AND REGRET WE CAN'T PRODUCE THE COPY YOU REQUEST. THE FACT IS WE ARE IN TROUBLE WITH NEXT SUNDAY'S SHOW AS USUAL AND IF WE TRY TO PUT IT TOGETHER AND WRITE AN INADEQUATE THANKS TO THE TV ACADEMY SEEIT NOW WOULD SUFFER AND AFTER NEXT SUNDAY'S SHOW FOLKS WOULD THINK MAYBE THE ACADEMY GAVE THE AWARD TO THE WRONG PROGRAM. SO I GUESS ALL WE CAN DO IS SAY OUR THANKS IN THIS INADEQUATE FASHION. REGARDS

ED MURROW AND FRED FRIENDLY

T150-43

RECEIVED
1953 FEB -3 PM 7:16
C.B.S. TRAFFIC DEPT. N.Y.

203FS

LA FEB 3 1953

ED MURROW

CBS NY

CONFIRMING YOUR WIRE CONCERNING ACADEMY OF TV ARTS AND SCIENCES. WILL BE HONORED TO REPRESENT YOU AND SEE IT NOW, WIN LOSE OR DRAW. WILL MAKE PLANS TO ATTEND ALTHOUGH SORRY ALL VENTURES TO GET YOU OUT THIS PART OF WORLD THIS YEAR SEEM TO COME A CROPPER.

REGARDS,

JACK BECK

FEBRUARY 3, 1953

beck
kmx
los angeles

FOLLOWING WIRE SENT TODAY TO HAL ROACH ACADEMY OF TELEVISION ARTS AND SCIENCES ~~XXXX~~ LOS ANGELES: "MOST GRATEFUL INFORMATION CONTAINED YOUR WIRE JANUARY 30 AND SINCERELY REGRET COMMITMENTS HERE PREVENT ME FROM ATTENDING AWARDS BANQUET FEBRUARY 5. HAVE ASKED WEST COAST MAN JACK BECK ~~XXX~~ IF IT POSSIBLE FOR HIM TO ATTEND." FOR YOUR INFORMATION SEE IT NOW MERELY BEEN NOMINATED FOR THEIR AWARD FOR BEST PUBLIC AFFAIRS PROGRAM OF 1952. THANKS AND REGARDS

ED MURROW

1-43-7

"Emmy" for SIN

Awards

SP.

FEBRUARY 3, 1953

"Emmy" to SIN.

HAL ROACH
ACADEMY TELEVISION ARTS AND SCIENCES
6525 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA

MOST GRATEFUL AND APPRECIATIVE INFORMATION CONTAINED YOUR WIRE JANUARY 30 AND SINCERELY REGRET ~~SOME~~ COMMITMENTS HERE PREVENT ME FROM ATTENDING AWARDS BANQUET FEBRUARY 5. ~~[illegible]~~ HAVE ASKED WEST COAST MAN JACK BECK STATION KNX IF IT POSSIBLE FOR HIM TO ATTEND. REGARDS

E.R.MURROW

1-43-7

RECEIVED
1953 JAN 30 PM 7:52
C.B.S. TRAFFIC DEPT. N.Y.

WU051 DL PD

WUX TDL HOLLYWOOD CALIF JAN 30 247P

EDWARD R MURROW, CBS TELEVISION

WE ARE HAPPY TO ANNOUNCE THAT YOUR PROGRAM "SEE IT NOW" IS ONE OF FIVE PROGRAMS NOMINATED FOR THE ACADEMY OF TELEVISION ARTS AND SCIENCES NATIONAL AWARD FOR THE BEST PUBLIC AFFAIRS PROGRAM OF 1952 AND THAT YOU WERE AMONG THOSE NOMINATED FOR THE ATLAS NATIONAL AWARD FOR THE MOST OUTSTANDING PERSONALITY OF 1952. THE RESULTS OF THE FINAL BALLOTING WILL BE ANNOUNCED AT THE ANNUAL AWARDS BANQUET TO BE HELD AT THE STATLER HOTEL, LOS ANGELES, ON FEBRUARY 5TH. WILL YOU WIRE OUR OFFICE, 6525 SUNSET BOULEVARD, HOLLYWOOD, OR CALL HEMPSTEAD 8942 IMMEDIATELY TO TELL US WHO WILL ATTEND THE BQNXXXBANQUET TO RECEIVE THE EMMY AWARD SHOULD YOUR PROGRAM AND/OR YOU BE WINNERS?

HAL ROACH JR PRESIDENT ACADEMY OF TELEVISION ARTS AND SCIENCES

751P..

1953 LaSalle Collegian Plaque

Awards

RECEIVED
1953 MAY 25 PM 7:42
C.B.S. TRAFFIC DEPT. N.Y.

WU056 PD

PHILADELPHIA PENN MAY 25 450P

EDWARD R MURROW, CARE MISS MCDONOUGH CBS

FIVE MEMBERS OF LASALLE COLLEGIAN STAFF WILL BE IN YOUR OFFICE AT 345 PM ON JUNE FIFTH

JAMES SANZARE

634P

345 PM..

3:45
Fri 6/5
Yes
Victor 8
1100

LA SALLE COLLEGIAN
LA SALLE COLLEGE
20th STREET AND OLNEY AVENUE
PHILADELPHIA 41, PENNSYLVANIA

May 18, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, N.Y.

Dear Mr. Murrow:

Our school year is coming to an end on June 8 and the present staff will be graduating. We would like to see that you received the COLLEGIAN Plaque before our newspaper office closes for the summer holiday.

Some members of our staff are planning a trip to New York City sometime during the week of June 1-5.

If it be at all possible to give you the plaque sometime during that week we would arrange to bring it to your office whenever it would be convient to you. Thanking you for your time I am

Sincerely yours,

James Sanzare

James Sanzare
Editor-in-Chief

Pending

March 9, 1953

Dear Mr. Rodden:

Please forgive this belated reply to yours of February 2. I am of course deeply gratified to have received the 1953 LaSalle "Collegian" Award.

As to the presentation, there is a possibility of my being in Philadelphia within the next few weeks, and when my plans are definite I will give you a shout. I should value an opportunity to meet you and your staff. Meanwhile, my best thanks for the honor you have done me.

Sincerely yours,

Mr. Dan Rodden
439 Vernon Road
Philadelphia 19, Pennsylvania

439 Vernon Road
Philadelphia 19, Pa.
February 2, 1953

Mr. Edward R. Murrow
CBS, 485 Madison Avenue
New York 22, N.Y.

Dear Mr. Murrow:

You recently honored us by accepting the 1953 LaSalle "Collegian" Award for Public Service in Journalism; announcement was made at our annual awards dinner last Wednesday. We regret that the pressure of your activities made it impossible for you to be with us, but we well understand the difficulty, particularly in view of your recent, brilliant coverage of the inauguration and the first days of the new administration.

I am writing in regard to an informal presentation of the placque which commemorates the award. Our retiring staff members, who selected you, could come to New York to make the presentation, or we could simply send it on. Or, might I ask if your plans include any early, even if brief, visit to Philadelphia?

I shall appreciate your response as to the manner of presentation. With the strong feeling that our student staff made a splendid choice, I remain

Sincerely,

Dan Rodden

Dan Rodden
Faculty Advisor
The LaSalle "Collegian"

JANUARY 13, 1953 Awards.

[redacted]

BROTHER D. JOHN, F.S.C.
LA SALLE COLLEGE
PHILADELPHIA 41, PA.

DEEPLY APPRECIATIVE OF HONOR YOU [redacted] PROPOSE CONFER UPON ME AND SINCERELY REGRET DUE TO COMBINED RADIO AND TV SCHEDULE CANNOT COME DOWN TO PHILADELPHIA AND ACCEPT AWARD IN PERSON. HOPE YOU WILL NOT REGARD THIS AS LACK OF APPRECIATION ON MY PART. I AM INDEED GRATEFUL.

E.R.MURROW

1-13-7

James Sanford

LA SALLE COLLEGE
PHILADELPHIA 41, PA.

OFFICE OF THE PRESIDENT

January 7, 1953

will you accept

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Mr. Dan Rodden, faculty advisor for our student weekly newspaper, the Collegian, tells me that you have been designated, by vote of the staff, as 1953 winner of the La Salle Collegian Award for Public Service in Journalism. You have been chosen for your fairness and balance in the presentation of news on radio and television, and most especially for your outstanding TV program, "See It Now". Mr. Rodden has been in touch with Miss McDonough, of your office, in this regard.

I am greatly pleased to be notified of your election, and hope that you will honor us by your acceptance. Past winners of the Collegian Award, which was initiated in 1949, have been Ed Sullivan, Morley Cassidy, Bob Considine, and Red Smith. It has been our custom to make the presentation at the annual Collegian Awards dinner. Miss McDonough has explained that your nightly news broadcast might make it impossible for you to be present, but we are in hopes that some arrangement can be made. Perhaps you could do your broadcast from WCAU, our local CBS outlet; we will be glad to arrange the hour of the dinner to accommodate you. The date is somewhat flexible, and we can adjust to your needs, but it would be most conveniently held during the weeks of January 25th, February 1st, or February 8th, Monday through Thursday. (Excepting February 4 and February 11.)

We will be delighted, of course, to defray any expenses you might incur, and to welcome as your guests at the dinner any local friends you might wish to have present. The affair will be quite informal. In the past, award winners have spoken briefly and informally to the staff on a subject of their own choosing.

I do sincerely hope that you will be able to join us for the presentation. In the event this proves impossible, the award can be made at such time, and under such circumstances, as you indicate. Your early answer will be greatly appreciated, so that further arrangements can be made.

Very truly yours,

Brother D. John, F.S.C.

BROTHER D. JOHN, F.S.C.
Vice-President

Look

AWARDS

More than 1,000 professional TV program creators and reviewers were polled to select the best shows of 1953

The television audience now is estimated at 81,000,000. In recognition of the constantly increasing importance and vast influence of the medium in the entertainment and communications fields, LOOK again presents its annual TV awards. As has been the custom since the awards were initiated in 1950, LOOK polled the professionals—the people who earn their living by creating or judging TV programs—to get their opinions by ballot on the "best" in television in 1953. A total of 1,057 network executives, producers and directors, TV columnists and editors, and agency program directors were polled. Their choices were limited to national programs on the air in the period between November, 1952, and November, 1953. Consequently, it was too early for an opinion on color TV, though many of the voters are devoting much time and energy to this dominating factor in TV future. They also ignored the year's most ballyhooed event—the race to be first on the air with films of Queen Elizabeth's coronation. Interest was directed toward what comes into the home week after week—how good it is and how long it stays that way. LOOK herewith presents the 13 winners.

Magazines
Look

G[illegible]NER COWLES
488 MADISON AVENUE
NEW YORK 22, NEW YORK

Yes
~~who sponsors?~~
Procter & Gamble

December 7, 1953

Dear Ed:

This is just a note to express my appreciation for your splendid cooperation in the forthcoming presentation of the LOOK 1953 TV Awards on the Paul Winchell and Jerry Mahoney Show on Sunday, December 13.

I hope you and Mrs. Murrow will be able to join us at a little gathering I plan to have immediately afterward in the Gold Suite at the Savoy-Plaza.

Please let me know whether to expect you.

With warmest regards,

Sincerely yours,

Mike Cowles

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Lord + Taylor Award

Award

April 14, 1953

Dear Miss Shaver:

Thank you very much for your gracious letter of April 8. As Carl Sandburg would say, I am "beholden" to you and your committee.

I shall present myself at the Waldorf Astoria on May 4 at 11:30.

Sincerely yours,

Miss Dorothy Shaver
Lord & Taylor
424 Fifth Avenue
New York 18, New York

The Lord & Taylor Awards

Established 1937

Committee

Miss Dorothy Shaver, Chairman
Mrs. Julius Ochs Adler
Mr. Frank Altschul
Dr. Sarah Gibson Blanding
General Lucius D. Clay
Mr. S. Sloan Colt
Dr. Karl T. Compton
Mr. Howard Cullman
Dean Donald K. David
Mrs. Edward Coleman Delafield
Miss Mary Donlon
General Georges F. Doriot
Mr. David Dubinsky
Mr. Albert Forsch
Dr. Lillian Gilbreth
Mrs. Beatrice Blackmar Gould
The Honorable Joseph S. Grew
Mrs. Charles S. Guggenheimer
Mr. Harold Helm
Dr. Grayson Kirk
Mrs. Albert D. Lasker
Mrs. Herbert H. Lehman
Mr. Robert Lehman
Mrs. David Levy
Mrs. John Lodge
Mrs. Oswald B. Lord
Mr. Otto Marx, Sr.
Mrs. Anne O'Hare McCormick
Mr. Robert J. McKim
Dr. Robert Oppenheimer
Mrs. Ogden Reid
Mr. Samuel W. Reyburn
Mrs. Nelson Rockefeller
Mr. Richard Rodgers
Mrs. Eleanor Roosevelt
Mrs. Anna Rosenberg
Dr. Howard Rusk
Mr. Charles S. Sargent
General David Sarnoff
Mr. Igor Sikorsky
Mr. John P. Stevens, Jr.
Miss Anna Lord Strauss
Mrs. Arthur Hays Sulzberger
Mr. Thomas J. Watson
Mrs. Wendell Willkie

April 8, 1953

Dear Mr. Murrow:

It is a great pleasure for me to inform you that one of this year's Lord & Taylor Awards, in the sum of one thousand dollars, will be presented to you for the creative contribution you have made to the field of radio and television.

In making our decision for the Awards we have tried to select four "intellectual adventurers" who have opened new horizons for our times by approaching their fields with an original and non-conformist point of view. Certainly, your pioneering use of radio and television has given both of them new scope and new depth.

The Awards will be presented at a luncheon in the grand ballroom of the Waldorf Astoria on Monday, May the fourth. A reception for the guests of honor and press will be held in the Basildon Room at eleven-thirty. I am looking forward to seeing you there.

Sincerely,

Dorothy Shaver

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

424 Fifth Avenue • New York 18, N.Y. • WIsconsin 7-3300

Motion Picture Daily

Motion Picture Daily

has the honour to present

An Award of Achievement

to

Edward R. Murrow

Selected by the
Television and Radio Editors
of the United States
as the

Best Radio News Commentator

in Fame's annual Critics' Poll

New York, December 31, 1953

SERVICE
...s a full-rate ...gram or Cable-...am unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. R. MARSHALL, PRESIDENT

FX-1201

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

W27CC 1D NL PD

Awards

NEWYORK NY DEC 16 1953

EDWARD R MURROW C B S

485 MADISON AVE NYK

THIS INFORMATION CONFIDENTIAL UNTIL JANUARY 6TH WE ARE HAPPY TO INFORM YOU THAT YOU HAVE BEEN VOTED THE BEST NEWSCASTER IN RADIO THIS SELECTION WAS MADE BY THE RADIO EDITORS OF THE UNITED STATES IN THE EIGHTEENTH ANNUAL BALLOTING CONDUCTED FOR FAME MAGAZINE BY MOTION PICTURE DAILY

PINKY HERMAN - FAME
TV-RADIO EDITOR
MOTION PICTURE DAILY

759P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

...ICE
...a full-rate ...n or Cable... unless its de...rred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

Guarantee

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J39CC 2W 54 NL PD

NEWYORK NY DEC 16 1953

EDWARD R MURROW

C B S 485 MADISON AVENUE NYK

THIS INFORMATION CONFIDENTIAL UNTIL JANUARY 5TH. WE ARE HAPPY TO INFORM YOUTHAT YOU HAVE BEEN VOTED ONE OF THE TOP THREE NEWS COMMENTATORS IN TELEVISION. THIS SELECTION WAS MADE BY THE TELEVISION EDITORS OF THE UNITED STATES IN THE FIFTH ANNUAL BALLOTING CONDUCTED FOR FAME MAGAZINE BY MOTION PICTURE DAILY.

PINKY HERMAN - FAME TV-RADIO EDITOR
MOTION PICTURE DAILY

735P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Nat'l Assoc. for Better Radio + TV

Awards

May 4, 1953

Dear Mrs. Logan:

Many thanks for your letter of March 26.

My colleagues and I are delighted to have again received the National Association For Better Radio and Television award. I hope the show continues to stand up.

Sincerely yours,

Mrs. Clara S. Logan
National Association For Better
Radio and Television
882 Victoria Avenue
Los Angeles 5, California

nic

National Association For Better Radio and Television

"A Non-profit Corporation"

882 VICTORIA AVENUE
LOS ANGELES 5, CALIFORNIA

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Dr. Hugh M. Tiner
Mrs. Mary Alice Uphoff
Mr. John D. Wilson
Dr. Norman Woelfel
Mrs. Arthur C. Wright

N.C.
Thanks -
see carrs
past years

March 26, 1953

Mr. Edward R. Murrow
c/o Columbia Broadcasting System
New York City

Dear Mr. Murrow:

We are very happy to inform you that your radio program has been voted by the members of the National Association for Better Radio and Television as the outstanding news program for the year 1952.

Arrangements can be made to make this award to your program during one of your broadcasts, if you so desire.

We wish to thank your entire staff for their fine contribution to better radio.

Sincerely
Clara S. Logan
Mrs. Clara S. Logan
President

P.S. Also, your television program received an award. We shall mail these awards to you soon. C.L.

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION

"A non-profit corporation dedicated to the advancement of the public's interests in the broadcasting industry"

AIMS AND PURPOSES

1. To co-ordinate the interest of Civic, Religious, Educational, Business and Labor Organizations for the purpose of encouraging the presentation of radio and television programs which will maintain the high standards of the American people.

2. To provide listener-viewers with opportunities to meet and discuss their interests in radio and television.

3. To foster a deeper knowledge of the subject of radio television as a social force by studying, by listening, and by observation; to evaluate programs, and to publish the results.

4. To encourage complete and accurate information about radio and television in all newspapers, and reliable critical reviews of programs.

5. To create a demand for programs which will stimulate a greater sense of pride in our democratic form of government and encourage constructive thinking toward its preservation.

6. To create and maintain patronage for sponsors who broadcast programs meeting with the standards recommended by this organization.

7. To convey findings and attitudes to stations, networks, sponsors and advertising agents, as well as to the Federal Communications Commission and the general public.

8. To encourage the development of high individual standards of radio and television appreciation both in the schools and in the homes.

9. To encourage a co-operative attitude between the radio and television industry and the listening public.

10. To assist and co-operate with other organizations having similar or related purposes.

11. To offer radio and television stations community co-operation in the furtherance of their operation in the public interest.

National Headquarters:

882 VICTORIA AVENUE

LOS ANGELES 5, CALIFORNIA

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION

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First Vice-President
Dr. Richard Atkinson

Second Vice-President
Dr. Lee deForest

Secretary
Mrs. Victor Roberts

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Miss Gertrude M. Blackstock

General Counsel . . . Mr. Joseph Brenner, Formerly Regional Attorney, Federal Communications Commission

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Artist

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Mrs. Clara S. Logan
Founder Member

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President, Flintride School for Boys

Miss Esther Mathewson
Editor, Los Angeles School Journal

Mrs. Ellwood J. Munger, Whittier, Calif.
California Federation of Women's Clubs

Dr. Clifton E. Moore
Minister of Radio, Los Angeles Federation of Churches

Dr. Warner Muir
Minister, Wilshire Christian Church

Mrs. A. E. Naumann
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Past Regional Director, Great Books Foundation

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Mr. George E. Probst
Executive Secretary and Director, University of Chicago Round Table

Mrs. Helen Rachford
Director, Division of Audio Visual Education, Los Angeles County Schools; President, Film Council of America

Mrs. Victor Roberts, No. Hollywood, Calif.
Member Los Angeles Archdiocesan Council of Catholic Women

Mr. Gilbert Seldes, New York City
Author and Critic

Mr. Robert Lewis Shayon, Westport, Conn.
Radio-TV Editor, Saturday Review of Literature

Mr. Charles A. Siepmann, New York City
Director, New York University Film Library

Dr. Dallas Smythe
Research Professor of Communications, University of Illinois

Mr. Jerome H. Spingarn, Washington, D.C.
Counsellor-at-law, formerly with the Federal Communications Commission

Mrs. Harold M. Stern
Past President, Council of Jewish Women, Los Angeles Section

Mrs. Gertrude Swanman
Founder Member

Dr. Hugh M. Tiner
President, George Pepperdine College

Mrs. Mary Alice Uphoff
Educator

Dr. Norman Woelfel, Columbus, Ohio
Director, Teaching Aids Laboratory Ohio State University

THE FOLLOWING ORGANIZATIONS HAVE REPRESENTATION IN NAFBRAT:

American Association of University Women, Glendale, Calif. Branch
American Association of University Women, Spokane, Wash. Branch
American Institute for Family Relations
Association for Study of Family Relationship, Pennsylvania
Books and Authors Club, Los Angeles
Burbank Coordinating Council, California
Catholic Daughters of America, Court Saint Anthony, No. 1366, Calif.
Chadwick Schools, Calif
California Federation of Women's Clubs
Desert Sun School, Idyllwild
Elgin Public Schools, Illinois
Federation of Women's Clubs, Delaware
Flintridge Preparatory School for Boys, California
Friday Morning Club, Los Angeles
International Women's Clubs, Los Angeles
Kappa Gamma Pi, National Scholastic Honor Sorority for Catholic Women's Colleges
La Cadena Women's Club, California
Little Village Nursery, West Los Angeles
Los Angeles County Conference on Community Relations
Los Angeles County Library
Los Angeles Council of Church Women
Los Angeles County Federation of Women's Clubs
Los Angeles School Journal
George Pepperdine College, California
Polytechnic Elementary School, California
National Federation of Music Clubs
Parents For Better Schools, Los Angeles
Providence College, Rhode Island
Richmond (Calif.) Secondary Schools
Seton Hall University, N. J.
South Ebell Club, Los Angeles
State Department of Education, N. J.
Tujunga School, California
University of Chicago, Chicago
University of Kansas City
United Church Women of So. Calif.
University of Houston
Wilshire Christian Church, Los Angeles
Woodland Hills Woman's Club, California
Women's Guild, Western Knoll Congregational Church
Women's Christian Temperance Union, Calif.

STATEMENT OF POLICY ON NATIONAL ACTIVITY

NAFBRAT has adopted the following declarations of policy with reference to its activity in the national field.

NAFBRAT's national activity is but a natural extension of its previous Southern California activity.

NAFBRAT's membership, open to all persons except those directly affiliated with commercial broadcasting, is presently made up of two classes: (1) persons holding individual memberships, and (2) groups or organizations holding representative memberships. A substantial portion of NAFBRAT's membership is of the latter class. In this manner, NAFBRAT has become able to serve a large segment of the public through representative membership groups such as educational and civic associations, women's groups and religious organizations.

NAFBRAT does not plan to establish local or regional chapter organizations or to affiliate other groups except on the membership basis set out above.

NAFBRAT will not exercise any direction or control over any group, organization or individual holding membership in it, and such membership entails no other responsibility on the part of the member. Obligatory financial responsibility to NAFBRAT is limited to the established membership fee of $3.00 for an individual and $10.00 for group membership, such fees, however, being subject to change as future conditions may warrant.

NAFBRAT plans to stimulate and encourage the formation of listener groups where they do not presently exist and to invite such groups into representative membership as set forth above. The formation of such groups, however, will not be conditioned on membership in NAFBRAT. Further, NAFBRAT plans to lend encouragement and assistance to related committees within present organizations.

NAFBRAT deems listeners' interests to be served in areas and communities where listener groups exist, and while NAFBRAT invites such groups into membership, service to such groups, within the limitations of NAFBRAT's resources, will not be conditioned on membership.

NAFBRAT does not plan to stimulate new listening groups in areas served by existing listening groups regardless of whether such groups hold membership in NAFBRAT, but will lend encouragement and assistance to such existing groups. NAFBRAT's aim is to achieve better radio and television without reference to organizational accomplishment.

A Few of the Speakers Presented on NAFBRAT Programs

Dr. Richard Atkinson, author and lecturer.
Dr. Arthur T. Bailey, lecturer on neurology.
Mr. James Breasted, Jr., Director of the Los Angeles County Museum.
Mr. Bob Clampett, producer of "Time for Beany".
Mr. Syd Cassyd, president of the Academy of Television Arts and Sciences.
Mr. Benedict Cottone, general counsel, Federal Communications Commission.
Mr. Arthur Freund of the American Bar Association.
Mr. Ace Gamer, producer of television programs.
Mr. Jack Gould, radio editor of the New York Times.
Mr. Cliff Gill, manager of radio station KFMV.
Miss Dorothy Gordon, author of "All Children Listen".
Dr. Walter K. Kingson, head of the Division of Radio, U. C. L. A.
Mr. Tom Harmon, sports announcer of radio and TV.
Mr. Marvin Miller, radio announcer, actor, narrator.
Mr. Al Gordon, past president Radio News Club of So. Calif.
Mr. Joseph Brenner, regional attorney, Federal Communications Commission.
Mr. Thomas B. MacFadden, manager of television station KNBH.
Mr. Arnold Marquis, radio-television writer and producer.
Miss Esther Mathewson, editor of the Los Angeles School Journal.
Reverend Clifton E. Moore, director of radio, Los Angeles Church Federation.
Mr. Robert Raisbeck, producer of television programs.
Mr. Joseph Roos, radio writer and producer.
Mr. Dan Russell, program manager of radio station KFMV.
Mr. Karl Schlichter, radio-TV writer and producer.
Dr. C. Morley Sellery, director of the Health Services Branch of the Los Angeles City Schools.
Miss Leslie Spence, founder and past president of the Wisconsin Association for Better Radio.
Mr. Jerome Spingarn, writer and attorney, formerly with the FCC.
Mrs. Marjory Taylor, researcher in the field of children's radio listening.
Mr. Frank Orme, editor of TV Magazine.
Miss Gertrude M. Blackstock, psychiatric social worker.
Dr. William H. Sener, Director of Telecommunications University of Southern California

HISTORY

In the Spring of 1949, a new organization came into being in Los Angeles. It was the Southern California Association for Better Radio and Television, a small but energetic group of men and women who had been active in that field through P.-T.A., women's clubs, and church groups. For two years SCAFBRAT co-ordinated opinions and surveys, and voiced the listeners' views, so effectively that their local efforts became a national movement, and soon organizations and individuals from all sections were inquiring about affiliation. Virtually by public demand, and in order to meet this national need, in 1951 SCAFBRAT was reorganized into the National Association for Better Radio and Television. NAFBRAT is unique, the only organization of its kind in the country, and its growth has been phenomenally rapid. For the first time in broadcasting's history, the listener — the patient, long-suffering, inarticulate listener, has found a voice.

FUTURE PLANS

NAFBRAT has planned many essential projects for future activity. As soon as resources permit and within those limitations NAFBRAT proposes to publish a nationally circulated magazine reflecting the interests of the listener-viewer. It is planned to utilize radio, television and transcriptions to further the aims and purposes of the organization. It is hoped also that the listener-viewer may be given representation at national, regional and local conferences. In the offing is a circulating information library of pertinent material, including NAFBRAT pamphlets on topics of interest as well as reference folders for study groups containing survey material, research findings and evaluation tools. Much of this material will be distributed to the public generally, both by mail and directly to the membership of other interested groups and organizations. Someday NAFBRAT hopes to establish fellowships for research including studies of content analysis and scientific findings of the sociological and psychological effects of program material.

"VIEWPOINTS"

ROBERT LEWIS SHAYON—"In our complex, modern society, where the individual must contend constantly with giant, impersonal forces, organization is widely recognized as an expedient road to human progress."

GEORGE E. PROBST, executive secretary and director, University of Chicago Round Table, "It is heartening to know that concern for 'the advancement of the public's interest in the broadcasting industries' has been given organizational expression. More power to you and this cause!"

SAUL CARSON—"The public is the missing element in our broadcasting set-up."

CHARLES A. SIEPMANN—"It [listener group] is a community's best safeguard against the exploitation of the people's wavelengths and the surest guarantee of the consideration of its needs by radio stations."

PAUL A. WALKER, Chairman, Federal Communications Commission, addressing the Radio-Audio-Visual Educational Institute, Massachusetts School of Art: "I think that one of the most effective jobs being done in this field [teaching children discrimination in radio and television] is that done by the listener councils, of which the Southern California Association for Better Radio and Television (now NAFBRAT) is a splendid example."

WAYNE COY, former Chairman of the Federal Communications Commission, addressing the Annual Radio Conference on Station Problems at the University of Oklahoma, March 14, 1950: "I suggest that public-spirited citizens who are concerned about this problem [crime on radio and television] combine for organized study and action in their communities calling upon their local pediatricians, sociologists and psychologists to assist them. I wish particularly to endorse the plea made in the National Parent-Teacher Magazine by Mrs. Clara S. Logan, President of the Southern California Association for Better Radio and Television: 'Radio should be a partnership — broadcasters and listeners, cooperating to improve an institution that ranks with the schools and the press as a major feature of every-day family life.' "

TIME MAGAZINE: "All of this violence, reported Mrs. Clara Logan, president of the Southern California Association for Better Radio and Television was seen by association members between the hours of 4:00 p.m. and 9:00 p.m. during one week of television shows over six of Los Angeles' seven TV stations. . . . In a broadside of letters to the stations, with copies to local newspapers and the Federal Communication Commission in Washington, Mrs. Logan asked temperately for the substitution of 'acceptable programs which would be suitable for family viewing and listening. . . . ' FCC Commissioner Wayne Coy thanked Mrs. Logan for her report and called it a 'good job'. But Mrs. Logan's outcry raised echoes which were rumbling throughout the U. S. last week.

NORMAN COUSINS, editor of the Saturday Review of Literature, in a letter to Mrs. Logan following his editorial concerning TV programming: "Your own work in the cause of better programming deserves the support of everyone in California. I hope that what you are doing serves as an example and inspiration for similar organizations throughout the country."

CHRISTIAN SCIENCE MONITOR, in a series of articles, described and lauded SCAFBRAT [now NAFBRAT] and reported: "The Southern California survey of current radio-TV fare received national attention. Echoes rumbled through the nation. Editors, educators, even some TV station managers outside California joined in a chorus urging a cleanup."

THE LISTENER HAS AN INTEREST IN THE AIRWAYS

Protect that interest by joining NAFBRAT!

Mail This Coupon NOW !

NAFBRAT
882 Victoria Avenue
Los Angeles 5, Calif.

Here's my membership:*

NAME .....

ADDRESS .....

.....

ORGANIZATION (if any) .....

.....

Check one:

- ☐ Individual (active) ..... $ 3.00 annually
- ☐ Individual (sustaining) ..... 10.00 "
- ☐ Organization ..... 10.00 "
- ☐ Life membership ..... 100.00 or more
- ☐ Subscription** ..... 3.00 annually

NAFBRAT is a non-profit corporation organized under the laws of the State of California. Contributions to it are deductible for income tax purposes.

*Membership in NAFBRAT is limited to persons not directly affiliated with commercial broadcasting.

**Subscriptions to NAFBRAT materials are available to new members.

WHAT NAFBRAT OFFERS :

For parents . . . evaluation and recommendation of children's programs.

For educators . . . surveys and studies of broadcasting as a social force.

For radio and television chairmen . . . current information through pamphlets and bulletins.

For all members . . . listening and viewing guides, reprints of articles, and a voice in the operation of your airwaves.

For broadcasters . . . widespread support and encouragement of good programs and good broadcasting.

This is . . .

YOUR OPPORTUNITY

. . . to support a recognized effort designed to raise the standards of radio and television programs in the United States.

Wayne Coy, former Chairman of the Federal Communications Commission, says: *The time has come for the listener to make himself heard — not in sporadic, exasperated outbursts, but in an intelligent, rational organized fashion. . . . The listener council movement can become one of the most powerful agencies for the public good in our time.*

Nat'l Assn for Better Radio +
Awards
with covers.

National Association for Better Radio and Television

1952 Television Award

This Certificate is awarded to

See It Now

selected by our members as the outstanding news program

April 15, 1953

Gertrude M. Roberts
Secretary

Clara S. Logan
President

T. V. ALLEN CO

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72

National Association for Better Radio and Television

1952 Radio Award

This Certificate is awarded to

Edward R. Murrow

selected by our members as the outstanding news program

April 15, 1953

Gertrude M. Roberts
Secretary

Clara S. Logan
President

T. V. ALLEN CO

on

Nat'l Committee - 50th Anniversary of Powered Flight
(E.R.M.

NEW YORK

WASHINGTON

December 17, 1953

HILL AND KNOWLTON, INC.

Public Relations Counsel

EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

LACKAWANNA 4-1420

Dolittle
We have answered
H

[February 5, 1954.]

Mr. Fred Friendly,
Columbia Broadcasting System,
485 Madison Avenue,
New York, N.Y.

Dear Fred:

I'm delighted to pass along the attached "evidence" of gratitude to you and Ed Murrow from Jimmy Doolittle's late, great National Committee To Observe The 50th Anniversary of Powered Flight.

Sorry they're not in the 24-karat frames they deserve. Certainly your "See It Now" show at the Smithsonian was one of our major peaks. Doolittle was very pleased with the kinescope Miss Foster sent me for him. Thanks very much, Fred, for arranging same.

How're chances for subsidizing your lunch one fine day - soon?

All the best,

Harry

Harry Haller

THE NATIONAL COMMITTEE

to observe

THE 50TH ANNIVERSARY OF POWERED FLIGHT

commends

Edward R. Murrow

for Distinguished Service to Aviation
During the Golden Jubilee
Celebration of
Orville and Wilbur Wright's
first heavier-than-air
controlled powered flight
on December 17, 1903.

James H. Doolittle

JAMES H. DOOLITTLE
Chairman

DECEMBER 17, 1953

Nat'l Fed of Bus. + Prof. Women's Clubs

June 23, 1953

Dear Miss Titchener:

Your letter of June 8 was received just before Mr. Murrow left for his vacation in Europe. He asked me to tell you that he is indeed most honored and grateful to have been selected to receive one of the awards of the National Federation of Business and Professional Women's Clubs. Unfortunately for him, his absence from the country will prevent him from being present at the Roosevelt Hotel on July 1 to receive the award in person.

We have referred your letter to the CBS Director of News asking him to let you know directly whether a network representative can attend to accept the award for Mr. Murrow.

Collingwood accepted for him.

Hendrik Hudson Room

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Miss Dorothy Titchener
National Federation of Business and Professional
Women's Clubs, Inc.
1819 Broadway
New York 23, New York

The National Federation of BUSINESS and PROFESSIONAL WOMEN'S CLUBS, inc.
1819 BROADWAY, NEW YORK 23, N.Y. TELEPHONE: COlumbus 5-3934

PRESIDENT
Helen G. Irwin
917 Locust Street
Des Moines 7, Iowa

1st VICE PRESIDENT
Marguerite Rawalt
1801 Sixteenth St., N.W.
Washington 9, D. C.

2nd VICE PRESIDENT
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Court House
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775 Wyoming Avenue
Kingston, Pennsylvania

RECORDING SECRETARY
Mrs. Queenie Grable
125 Barberry Lane
Lexington 10, Kentucky

TREASURER
Ruth C. Cullin
617 Washington Avenue
Bremerton, Washington

June 8, 1953

MU7-8529
Mandigo

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

During the past year, in lieu of a Federation Radio and T V Contest, The National Federation of Business and Professional Women's Clubs, Inc. has conducted a poll of network programs on Radio and T V based on the following:

1. Best achievement of the interests of women.
2. Best promotion of better work opportunities and higher training for women.
3. Greatest support on improvement of community health and safety.
4. Best presentation of current Foreign Policy issues.
5. Greatest emphasis on women in the field of public service.
6. Most wholesome entertainment for an American family.

The vote represented 165,000 business and professional women, members of our 2850 clubs throughout the United States, Hawaii and Alaska.

It is my pleasure as National Radio and TV Chairman to tell you that you have won the highest vote in Classification No. 4 . .Best presentation of current Foreign Policy issues. The National Federation is pleased to award you and the C B S Network a citation for your excellent Radio and T V programs.

The Board of Directors of The National Federation of Business and Professional Women's Clubs is meeting in the Roosevelt Hotel, New York City, June 26 to July 1. The awards will be presented at eleven o'clock Wednesday morning, July 1. and we are hoping that you will find it possible to be with us on that date and time so that we may publicy honor you in person for your integrity in broadcasting.

If you find it impossible to be present will you kindly designate someone from your network to accept the award for you? Also, please notify me whether to expect you or a representative. Of course, we are hoping for your favorable reply.

Most cordially,

Dorothy L Titchener

Dorothy Titchener
National Radio and T V Chairman

Hendrik Hudson Room

DT:rer

c.
3934

12:00

Yes.
Mr. & Mrs.
M.

and Mrs. Murrow

You are cordially invited to attend the fifth annual Long Island University Journalism Awards Luncheon on Thursday, April 30, 1953, at 12:30 p.m. in the Hendrik Hudson Room of the Hotel Roosevelt, Madison Avenue at 45th Street.

We sincerely hope you will be able to attend.

DR. WILLIAM MARION HUDSON
Acting President, Long Island University

R.S.V.P.

vinning entries at 12 noon, in Hendrik Hudson Reception Room. Cocktails will be served.

LONG ISLAND UNIVERSITY

Department of Journalism

Geo. Polk Memorial Award

Pending

HL 2-9100

Awards

March 9, 1953

Dear Dr. Hudson:

Thank you for your letter of March 2.

Fred Friendly and I are of course deeply gratified that our television effort has met with the approval of the George Polk Memorial Award Board, and we shall await your instructions as to the time and place for the presentation.

Sincerely yours,

Dr. William M. Hudson
Long Island University
385 Flatbush Avenue Extension
Brooklyn 1, New York

LONG ISLAND UNIVERSITY

385 Flatbush Avenue Extension · Brooklyn 1, N. Y.

THE PRESIDENT

March 2, 1953

Mr. Edward R. Murrow
CBS-TV "See It Now"
485 Madison Ave.
New York 22, N. Y.

Dear Mr. Murrow:

It is my distinct privilege to notify you that you have been voted the 1952 George Polk Memorial Special Award for Television Reporting for your program, "See It Now". Permit me to join the Journalism Department faculty of Long Island University in extending to you my sincere congratulations.

Publication of the Awards has been set for March 10. A news release will be sent to the CBS Publicity Department in advance of that date. We shall subsequently announce the time and place for the presentation of the Polk Memorial Plaques.

Sincerely yours,

William M. Hudson
WILLIAM M. HUDSON
Acting President

WMH/g

CBS TELEVISION

Office Communication

to: Wells Church

from: Edward R. Murrow

May 28, 1952

Today a special George Polk award was made to the "See It Now" operation. It is the intention of both Friendly and myself to pass this plaque along to the News Room for permanent keeping along with your other Polk awards.

We are both acutely aware of how much "See It Now" business is handled for us by the AM news staff, and we thought that this might help us acknowlege our debt to your staff.

E.R.M.

George Polk Memorial Awards Luncheon May 28

May 9, 1952

Dear Mr. Kruglak:

Thank you for your letter of May 5. I shall of course be delighted to attend the Polk Memorial Awards Luncheon on May 28 and will present myself at the Hotel Roosevelt at 12 Noon.

Mr. Fred Friendly, my colleague and co-producer of the SEE IT NOW program, will accompany me.

Sincerely yours,

UL 2-9100

Mr. T. E. Kruglak
Long Island University
385 Flatbush Avenue Extension
Brooklyn 1, New York

LONG ISLAND UNIVERSITY

385 Flatbush Avenue Extension · Brooklyn 1, N. Y.

COLLEGE OF ARTS & SCIENCES

Yes.
Grad 2
Yes.

May 5, 1952

Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Mr. Murrow:

The Fourth Annual George Polk Memorial Awards Luncheon will be held on Wednesday, May 28, at The Roosevelt Hotel, Madison Avenue and 45th Street, Manhattan. There will be a cocktail reception in the Palm Terrace Room at 12 Noon, followed by a luncheon at 12:30 in the Hendrick Hudson Room.

A 1951 George Polk Memorial Special Award for the television program "See It Now" will be presented to you during the luncheon. I hope I may look forward to meeting you at that time.

In the meantime, would you please let me know whether you will be accompanied by a guest so that we may make suitable arrangements?

Cordially,

T.E. Kruglak

T.E. Kruglak
Chairman, Awards Committee

Not - Pls let us know if G.T. would like to go.

No

Awards 5-0

George Polk Award
See Set Now

April 8, 1952

Dear Dr. Hudson:

Please accept my belated appreciation for your communication of February 14. As you are perhaps aware, I employed George Polk. He was one of my closest friends and nothing would give me greater satisfaction than to have my television effort associated with his name. I am sure the program would have been improved had George been able to contribute to it.

I shall await your instructions regarding the annual awards luncheon in June.

Sincerely yours,

Dr. William Marion Hudson
College of Arts and Sciences
Long Island University
380 Pearl Street
Brooklyn 1, New York

LONG ISLAND UNIVERSITY
COLLEGE OF ARTS AND SCIENCES
380 PEARL STREET, BROOKLYN 1, NEW YORK

February 14, 1952

Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

I am pleased to inform you that your program "See It Now" has been selected for a special award by Long Island University's George Polk Memorial Awards Committee for its contribution of new techniques in "visual journalism."

A full report by the Awards Committee will be delivered this evening to the CBS Newsroom and all papers for release Thursday P.M. and Friday A.M.

The formal presentation of the gold plaque signifying the selection will be made at the annual awards luncheon in June.

Meanwhile, please accept my heartiest congratulations.

Sincerely,

William M. Hudson

William Marion Hudson
Acting President

..om CBS Television Network
485 Madison Ave., New York 22,
February 14, 1952

Awards
9P

SAM LEVENSON PRESENTS LANDLORD-TENANT,
TEACHER-STUDENT DISCUSSIONS

Humorist Sam Levenson has as his guests teacher Katherine Rief and student Bill Warren from Tilden High School, where Sam used to teach, in a discussion of the effects of television on homework and schoolwork, on the "Sam Levenson Show" Sunday, Feb. 17 (CBS-TV, 6:30-7:00 PM, EST).

In another feature on the show, a landlord and a tenant will debate their opposite positions, with Levenson as moderator and monologist on tenement housing.

* * *

PLS SAVE DM

MURROW HONORED WITH GEORGE POLK MEMORIAL AWARD FOR "SEE IT NOW"

The George Polk Memorial Awards Committee of Long Island University has voted a special award to Edward R. Murrow for his CBS Television program "See It Now" (Sundays, 3:30-4:00 PM, EST), it was announced today.

"See It Now" is the first television program to be selected by the committee, which each year singles out distinguished achievements by newsmen. The award, a gold plaque which will be presented formally at the annual George Polk Memorial Awards Luncheon in June, cited the CBS-TV program as "contributing distinctive new techniques in visual journalism." Ten other awards, to publications and newspapermen, were presented.

The George Polk Memorial Awards were established in 1948 in commemoration of the CBS reporter who was slain in Greece while in pursuit of a story.

Press Club of Dallas
May 2 -

June 4, 1953

Dear Mr. Box:

I am sorry to be so long in saying my thanks to you for sending the award medallion and a copy of the presentation. I very much regreted my inability to accept the award in person and take this opportunity to again say I am most grateful as our my colleagues on "See It Now" for the honor bestowed upon us.

Sincerely yours,

Mr. Ves Box
Radio Station KRLD
Dallas, Texas

nic

NC

The Times Herald Stations • Columbia Broadcasting System

DALLAS
HERALD SQUARE
RA-6811

KRLD 50,000 WATTS
KRLD-TV CHANNEL 4

FORT WORTH
801 W. 5TH STREET

May 5, 1953

Mr. Edward R. Murrow
CBS-TV
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

All of us who took part in the Southwest Journalism Forum regretted you were unable to be present. Attached is an excerpt from the award presentation speech by Dr. Umphrey Lee, President of Southern Methodist University.

Under separate cover, we are mailing the 3 inch award medallion.

It is our hope you will be able to take part in some future Southwestern Forum.

Best regards.

Sincerely,

Ves Box

PROGRAM DIRECTOR
KRLD-TV

VES BOX:gs
encl.

"Mr. Edward Murrow, "Ed Murrow", is known to every American with a radio. He became famous during World War II. In a position to cover Hitler's drive into Austria, Mr. Murrow was also able to dramatize, particularly for America, the London blitz. Today he is the mainstay of the CBS news staff. He has also contributed to the creation of radio documentary recordings. Recently he has entered the television field. He covered the political campaigns last year, but his most striking contribution recently was doubtless his Christmas broadcast from Korea.

The 1953 Forum award for distinguished service in television reporting is made to Mr. Murrow."

Awards

FEBRUARY 10, 1953

Dallas Press Club

May 2

MR. BICKNELL EUBANKS
CHAIRMAN, JOURNALISM FORUM COMMITTEE
P.O.BOX 9662
LAKE WOOD STATION
DALLAS, TEXAS

REGRET DELAY ANSWERING YOUR LETTER JANUARY 24. I AM DEEPLY APPRECIATIVE OF PROPOSED AWARD AND REGRET THAT I SHALL BE UNABLE TO COME TO DALLAS TO ACCEPT IT PERSONALLY. MY SATURDAYS ARE DEVOTED EXCLUSIVELY TO ~~XXXX~~ PREPARATION AND REHEARSAL OF SEE IT NOW AND I HAVE NO ALTERNATIVE BUT TO DECLINE YOUR GRACIOUS INVITATION WITH SINCERE REGRETS.

E.R.MURROW

Regrets
ask me.

P.O. Box 9662
Lakewood Station
Dallas, Texas
January 24, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

This is to follow up the telephone conversation I had with your secretary Jan. 23.

The Press Club of Dallas and the Department of Journalism of Southern Methodist University are cooperating in plans for the inauguration in the spring of and annual Journalism Forum. This year it is to be a 2½-day affair, and already we have acceptances from many speakers who will be able to give the journalism students and professionals plenty to think about in the various workshops.

As the concluding event of Journalism Forum, we will have an Awards Luncheon. Six awards will be given for outstanding service in newspaper, radio, and magazine journalism. The Awards Committee has notified me--as chairman of the Journalism Forum Committee--that you were selected unanimously to receive an award for outstanding television reporting. It refers, of course, to your splendid program "See It Now," as well as your fine work in presenting the Korean film during the Christmas holidays.

We hope you can come to Dallas to personally receive the award, along with the other five recipients. The Awards Luncheon will be held in the Baker Hotel Saturday, May 2.

We are having a radio-television workshop as part of the Journalism Forum. Therefore, I would like to also ask you, if you can make it, to come a couple of days earlier to be one of the featured speakers on the workshop.

The Journalism Forum will be held on the campus of SMU. It will open the morning of Thursday, April 30. The radio-TV workshop is scheduled to begin at 9 a.m. that day. A dinner for panel participants and recipients will be given the night of April 30. A program for the public (free) will be held the night of May 1 in McFarlin Auditorium. The Forum will conclude with the Awards Luncheon May 2.

We have obtained promises from Mark Ethridge of the Louisville Courier-Journal, Roscoe Drummond of the Christian Science Monitor, Mrs. Ethridge, Ralph McGill of the Atlanta Constitution, and others to take part in the workshops.

You might be interested in the other awards which will be given May 2. They are:

Outstanding newspaper, the Christian Science Monitor; outstanding newspaper reporting, James Reston of the New York Times; outstanding magazine reporting, Richard Revere of Harper's and the New Yorker; outstanding newspaper editor, Ralph McGill of the Atlanta Constitution; outstanding radio reporting, Clifton Utley of NBC in Chicago. There will also be an award in the industrial publications field.

Please let us hear from you as soon as possible that you will be able to come. We promise you a real Southwest welcome. The awards, incidentally, will be medallions engraved in a Southwest motif. They will be for national recognition, however.

We will have a room reserved for you at the Baker Hotel for your arrival.

Thank you and congratulations.

Sincerely:

Bicknell Eubanks

Bicknell Eubanks
Chairman
Journalism Forum Committee

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

UNION

W. P. MARSHALL, PRESIDENT

NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Vicsney Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

PB909 DA474

D.KNA079 LONG NL PD=KN DALLAS TEX 9=

ALUMINUM CO OF AMERICA=

801 GULF BLDG PGH=

PRESS CLUB OF DALLAS AND SOUTHERN METHODIST UNIVERSITY JOINING IN THREE DAY JOURNALISM FORUM IN MAY STOP AWARDS WILL BE GIVEN OUTSTANDING FIGURES AMERICAN JOURNALISM STOP ALL HAVE ACKNOWLEDGED EXCEPT EDWARD MURROW FOR ALCOA SPONSORED SEE IT NOW INASMUCH AS ANNOUNCING AWARDS NEXT SUNDAY MUST GET ANNOUNCEMENTS MAILED OUT TUESDAY NIGHT (TONIGHT) STOP SINCE ALCOA IS SPONSOR WILL YOU ASCERTAIN IF MURROW AND CBS INTERESTED IN AWARD STOP IF NOT WILL OFFER IT TO SOMEONE ELSE STOP PLEASE CONTACT ME AS FORUM CHAIRMAN STOP THANKS=

BICKNELL EUBANKS LOGAN 6301=

CSM
Pass for
mail
Rowen
C Wiley Boyle
Ed Murrow

CSM
3036 Rozelle ave
Dallas Texas

FEB 10 8 34 AM 1953

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

ed - I talked
to this man on the
telephone - told
him you'd accept
the award but
would not be able
to come & get it
or mention it on
the show.

John

JOINING IN THREE DAY

SPONSORED SEE

SUNDAY MUST GET

PRIVATE WIRE

PLEASE READ INSTRUCTIONS BELOW BEFORE SENDING YOUR MESSAGE.

Before sending this message please be sure a letter by **REGULAR OR AIR MAIL** would not suffice. Then be brief and indicate the account number to which the message is to be charged. A letter via **REGULAR MAIL** addressed to points in Maryland, Michigan, New Jersey, New York; the New England states, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, Washington, D. C., Montreal and Toronto, and via **AIR MAIL** to points in other states, will normally reach the addressee within a minimum of 12 hours and a maximum of 48 hours after it has been mailed from New York City.

Messages for **WBBM** and **KNX** are normally sent within an hour after receipt in the Communications Room on Mondays through Fridays; messages to other stations are normally transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the first business day following their receipt in the Communications Room, providing the teletype equipment at the receiving point is attended. Mark your message "Today" **ONLY** if faster service to these other stations is vital.

DATE February 10, 1953 19

CHARGE TO ACCOUNT NO. | | | 09 |
Div. Dept.

MR. BICKNELL EUBANKS
PRESS CLUB OF DALLAS
DALLAS, TEXAS
TELEPHONE: LOGAN 6301

THIS WILL ACKNOWLEDGE NIGHT LETTER RECEIVED THIS MORNING RE PRESS CLUB AWARD TO MURROW AND SEE IT NOW. REGRET DELAYS REPORTED IN YOUR WIRE BUT HAVE BEEN UNABLE TO FIND THAT CBS HAD ANY PRIOR NOTIFICATION FROM YOU. LACK OF RESPONSE FROM MURROW EXPLAINABLE IN MY OPINION BECAUSE HE HAS BEEN IN HOSPITAL. WILL MAKE EFFORT TO GET YOUR ANSWER TODAY BUT IF AWARD IS CONTINGENT ON MURROW'S ACCEPTANCE IN PERSON AM NOT OPTIMISTIC THAT HIS SIX-DAY BROADCASTING SCHEDULE WILL PERMIT THIS TRIP, WHICH MIGHT FURTHER ENDANGER HEALTH AND BROADCASTING PERFORMANCE. AGAIN MY APOLOGY FOR INCONVENIENCE YOU HAVE EXPERIENCED AND APPRECIATE YOUR EFFORT TO APPRISE ME OF SITUATION.

FRANK STANTON, PRESIDENT
COLUMBIA BROADCASTING SYSTEM, INC.

bc Mr. Murrow

WESTERN UNION

W. P. MARSHALL, PRESIDENT

...E OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

...ing time shown ... on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME a...

Accept FX-1261 Reg...
Appropriate action
Background?
FYI File
Note & return
Noon PS
Reply direct
Return to sender
Status?
Suggest reply
To discuss
Comment recommendation
Copy to PS
URGENT f/u

1953 FEB 9 PM 9 00

DA722

D.KNA078 NL PD=KN DALLAS TEX 9=

FRANK STANTON=

COLUMBIA BROADCASTING SYSTEM NYK=

PRESS CLUB OF DALLAS AND SOUTHERN METHODIST UNIVERSITY UNABLE UNDERSTAND WHY CBS AND EDWARD MURROW HAVE NOT ACKNOWLEDGED NOTIFICATION OF AWARD TO BE GIVEN MURROW FOR HIS TV PROGRAM SEE IT NOW STOP HAVE SENT THREE COMMUNICATIONS INCLUDING PHONE CONVERSATION WITH MURROW SECRETARY BUT NO ACKNOWLEDGMENT STOP FOR YOUR INFORMATION CHRISTIAN SCIENCE MONITOR CLIFTON UTLEY OF NBC AND OTHERS ACKNOWLEDGED AND WILL BE IN DALLAS TO RECEIVE

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

W. P. MAR[illegible]ENT

FX-1201

1953 FEB 9 PM 12 01

SYMBOLS
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LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

TYPE OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

DA 722

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

AWARDS WHICH WILL BE PART OF JOURNALISM FORUM FIRST
[illegible] MAY STOP MUST KNOW TUESDAY (TODAY) WHETHER OR NOT
CBS AND MURROW ARE INTERESTED STOP WE HAVE OTHER
PROGRAM OTHER NETWORK WHICH RUNNERUP STOP PLEASE
ADVISE ME AS CHAIRMAN OF FORUM COMMITTEE STOP THANK YOU=
BICKNELL EUBANKS LOGAN 6301=..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Radio/TV Daily 763

CONGRATULATIONS

1953 DEC 30 PM 5 1

by WESTERN UNION (09)

NA190 CGN DL PD=WUX NEW YORK NY 30 404P=

EDWARD R MURROW, PERSONAL, DLR=

COLUMBIA BROADCASTING SYSTEM 485 MADISON AVE=

Awards

THE NATIONS RADIO AND TV EDITORS HAVE VOTED YOUR THE TITLE OF "COMMENTATOR OF THE YEAR" IN BOTH THE RADIO AND TELEVISION CATEGORIES OF RADIO TELEVISION DAILYS ANNUAL POOL OF 500 EDITORS. THIS IS FOR RELEASE MONDAY, JANUARY 4. HEARTIEST CONGRATULATIONS FROM ALL OF US=

FRANK BURKE EDITOR RADIO TV DAILY=

Award

IN THE ANNUAL AWARDS POLL CONDUCTED BY

RADIO-TV MIRROR

AMERICAN RADIO LISTENERS HAVE CHOSEN

Edward R. Murrow

AS THEIR

FAVORITE NEWS COMMENTATOR

Fred R Sammis

ITOR-IN-CHIEF
DIO-TV MIRROR MAGAZINE

Ann Higginbotham

DITOR
ADIO-TV MIRROR MAGAZINE

rds

R

Radio TV Daily

RECEIVED
1953 JAN -7 PM 3:05
C.B.S. TRAFFIC DEPT. N.Y.

Awards

WU021 DL PD

SI NEWYORK NY JAN 7 137P

EDWARD R MURROW,CBS RADIO

DEAR ED: WE ARE HAPPY TO INFORM YOU THAT THE RADIO AND TV CRITICS OF THE NATION HAVE VOTED YOU TO BE THE RADIO COMMENTATOR OF THE YEAR IN THE ANNUAL POLL CONDUCTED BY RADIO TV DAILY. WE JOIN WITH THEM IN THEIR TRIBUTE TO YOU AND ALSO WISH TO CONGRATULATE YOU ON YOUR OUTSTANDING CONTRIBUTION TO TV

FRANK BURKE EDITOR RADIO TV DAILY

226P..

RADIO TELEVISION DAILY

NO. 126 NEW YORK, MONDAY, JANUARY 4, 1954 TEN CENTS

EDWARD R. MURROW

CHOICE OF NATION'S TOP RADIO-TV EDITORS

RADIO		TELEVISION
	—MAN OF THE YEAR—	
JACK BENNY CBS-Radio	☆	JACK WEBB NBC-TV
	—WOMAN OF THE YEAR—	
EVE ARDEN CBS-Radio	☆	LUCILLE BALL CBS-TV
	—DRAMATIC SHOW OF THE YEAR—	
NBC BEST PLAYS NBC-Radio	☆	U.S. STEEL HOUR ABC-TV
	—COMEDY SHOW OF THE YEAR—	
JACK BENNY CBS-Radio	☆	COLGATE COMEDY HOUR NBC-TV
	—VARIETY SHOW OF THE YEAR—	
BREAKFAST CLUB ABC-Radio	☆	TOAST OF THE TOWN CBS-TV
	—MUSICAL SHOW OF THE YEAR—	
NBC SYMPHONY ORCH. NBC-Radio	☆	VOICE OF FIRESTONE NBC-TV
	—COMMENTATOR OF THE YEAR—	
EDWARD R. MURROW CBS-Radio	☆	EDWARD R. MURROW CBS-TV
	—DOCUMENTARY OF THE YEAR—	
CORONATION COVERAGE ABC-BBC	☆	YOU ARE THERE CBS-TV
	—QUIZ SHOW OF THE YEAR—	
YOU BET YOUR LIFE NBC-Radio	☆	WHAT'S MY LINE? CBS-TV
	—SPORTSCASTER OF THE YEAR—	
BILL STERN ABC-Radio	☆	MEL ALLEN NBC-TV
	—CHILDREN'S SHOW OF THE YEAR—	
LET'S PRETEND CBS-Radio	☆	DING DONG SCHOOL NBC-TV
	—DISC JOCKEY PROGRAM OF THE YEAR—	
MARTIN BLOCK WNEW, New York	☆	PETER POTTER ABC-TV
	—SONG HIT OF THE YEAR—	
EBB TIDE ASCAP	☆	SONG FROM MOULIN ROUGE BMI

CBS NEWS FROM 485 MADISON AVENUE, NEW YORK 22, N.Y.

MR. ED MURROW

Awards

RELEASE THURSDAY, JAN. 3

January 2, 1952

PLS SAVE DM

JACK BENNY VOTED "MAN OF THE YEAR" AND TOP COMEDY SHOW
AS CBS RADIO WINS SIX FIRST PLACES IN RADIO DAILY POLL

Jack Benny was named Radio's "Man of the Year" and Top Comedy Program, as CBS Radio shows and stars won six out of nine first places in the "Favorites of 1951" poll conducted by the trade publication, Radio Daily, among the nation's radio and television editors, the results of which were announced today (Thursday).

This is Radio Daily's second annual poll, and it also marked the second year that Benny won the coveted "Radio Man of the Year" award.

In the television poll CBS Radio-CBS Television star Arthur Godfrey was voted "Man of the Year," and "Studio One" won the accolade for the best Dramatic Program.

CBS Radio winners in the poll are as follows:

Man of the Year: Jack Benny

Dramatic Program: "Lux Radio Theatre"

Comedy Program: Jack Benny

Commentator: Edward R. Murrow

Documentary: "Nation's Nightmare"

Children's Program: "Let's Pretend."

* * *

DECEMBER 31, 1953

FRANK BURKE
RADIO TV DAILY
1501 BROADWAY
NEW YORK

THANK YOU VERY MUCH. AN AWARD FROM SUCH EDITORS MEANS MORE THAN MOST. REGARDS AND XXX HAPPY NEWYEAR TO YOU AND YOUR BOYS.

ED MURROW

1-43-7

Sylvania TV Award
Awards

SYLVANIA TELEVISION AWARDS *for* 1953

730 FIFTH AVENUE, NEW YORK 19, N. Y.

November 13, 1953

Confidential

Dear Mr. Murrow:

On behalf of the Committee of Judges of the Sylvania Television Awards for 1953, it is my privilege to tell you that

"PERSON TO PERSON"

has been selected as the most outstanding new television series of 1953. You are to be honored as the producer and moderator of this program.

The Awards will be presented in the presence of a distinguished gathering at a dinner on the evening of December 1st, 1953, at the Hotel Pierre in New York City.

This year, newsreel and press coverage will be made on November 30th in Suites 1 and 2 at the Hotel Pierre at 3 p.m. We earnestly request your presence at this time with dinner jacket. Accommodations will be provided for dressing.

Your formal invitation to this dinner will be sent to you within the next few days. I shall look forward to extending my personal congratulations to you at that time.

Cordially,

Deems Taylor

Deems Taylor
Chairman

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Committee of Judges

DEEMS TAYLOR, *Chairman*
Composer, Author, Critic

MRS. OSCAR A. AHLGREN
President,
General Federation of Women's Clubs

JOSEPH P. ANDERSON
Executive Secretary,
American Association of Social Workers

DEAN KENNETH BARTLETT
Director, Radio and Television Center,
Syracuse University

CHARLES BRACKETT
President, Academy of Motion Picture Arts and Sciences

G. D. CRAIN, JR.
Publisher, "Advertising Age"

DOROTHY DRAPER
Decorator, Designer, Stylist

JAMES A. FARLEY

FORD FRICK
Commissioner of Baseball

MRS. JOHN E. HAYES
Past President, National Congress of Parents and Teachers

DR. ROBERT L. JOHNSON
President, Temple University

FRANK LEAHY
Head Football Coach
University of Notre Dame

JUDGE SAMUEL S. LEIBOWITZ

RAYMOND LOEWY
Industrial Designer

HERSCHEL D. NEWSOM
Master, The National Grange

OSCAR SERLIN
Producer of "Life with Father" and other Broadway successes

ROBERT L. WHITEHEAD, *Secretary*
15th Floor
730 Fifth Avenue, New York 19, N. Y.

SERVICE
This is a full-rate telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1298

SYMBOLS
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N41D406 8M NL PD

NEWYORK NY NOV 12 1953

EDWARD R MURROW, CBS

485 MADISON AVE NYK

Tuesday

YOU ARE TO BE HONORED BY THE SYLVANIA TELEVISION AWARDS COMMITTEE AT AWARDS ANNOUNCEMENT DINNER EVENING DECEMBER FIRST HOTEL PIERRE NEW YORK CITY. PLEASE KEEP CONFIDENTIAL. I AM SENDING YOU DETAILS. LOOK FORWARD TO YOUR ATTENDANCE.

DEEMS TAYLOR CHAIRMAN COMMITTEE OF JUDGES
SYLVANIA TELEVISION AWARDS 730 FIFTH AVE NEW YORK CITY

1100P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CBS-TELEVISION

Office Communication

Mr. Edward R. Murrow

November 19, 1953

from: Mr. Michael J. Foster

3:00 Mon. Nov. 30

In connection with your appearance at the Sylvania Awards Dinner, Hugh Benson, of Roy S. Durstine, Inc., who is handling publicity for the dinner, has set up a special publicity picture-shooting session Monday, November 30 at 3 PM, in Suites 1 and 2 on the second floor of the Hotel Pierre, Fifth Ave. and 61st St. This includes newsreel and still pictures. United Press Photos, International News Photos, 20th Century Fox and Warner Bros. newsreels will be there, among others.

Hugh has asked that you appear at this publicity picture-taking session in black tie. There will be accommodations for you to change into formal attire.

MJF

Advertising Club of N. Y.
Awards
April 21, 1954

Advertising Club OF NEW YORK

PARK AVENUE AT 35TH ST.
NEW YORK 16, N.Y.

CHARLES C. GREEN
MANAGING DIRECTOR

April 22, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

It was indeed a pleasure to have you with us yesterday to receive our Bronze Plaque of Achievement. And judging by the comments of our members and guests, the Luncheon was one of the most enjoyable ever held here at the Advertising Club of New York.

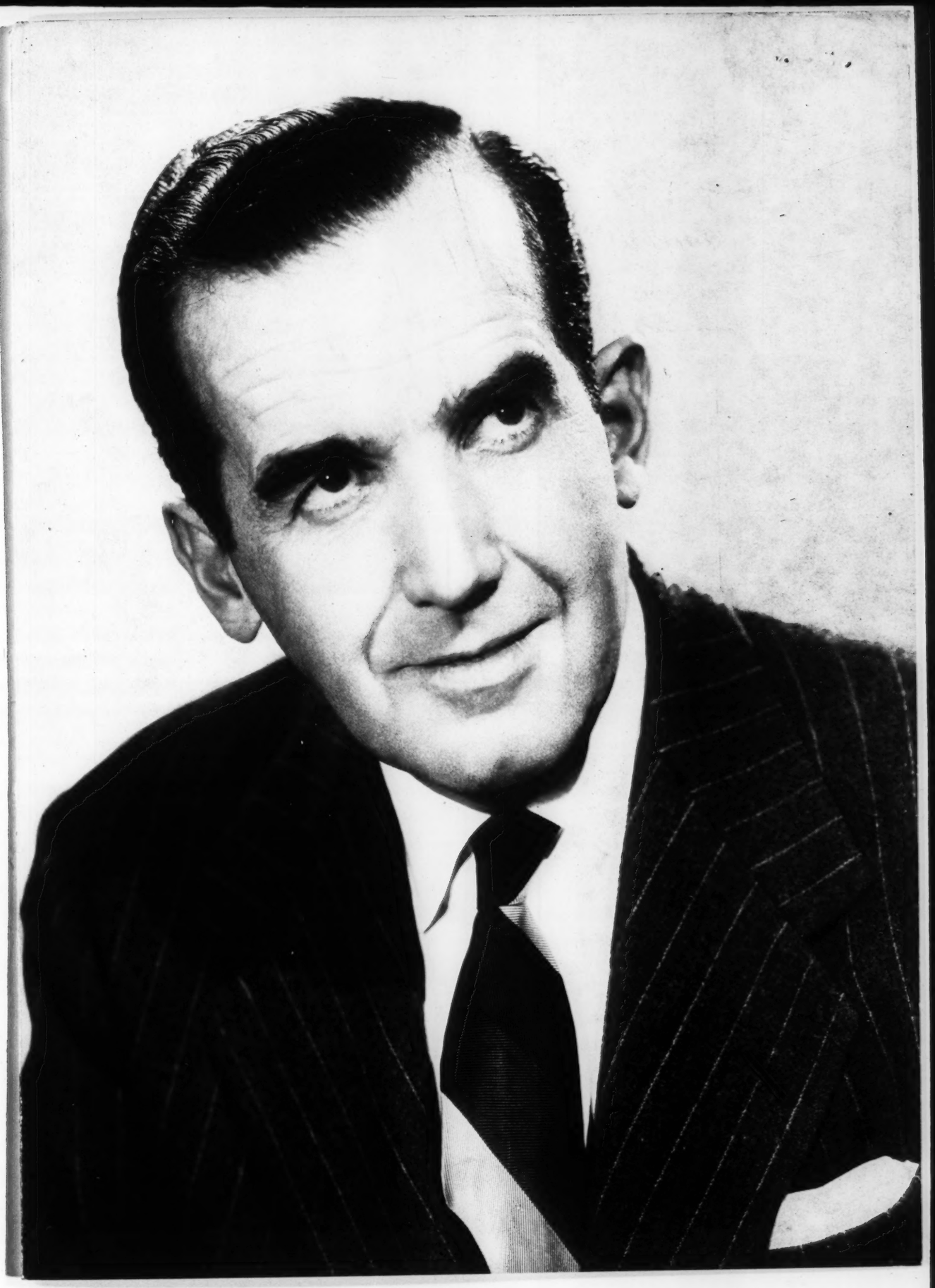
Thank you for coming, and for your fine talk, and we hope that in the not too distant future, we will again have the opportunity to meet Person to Person.

Every good wish,

Sincerely,

Charles C. Green
Managing Director

CCG:rhl



THE ADVERTISING CLUB OF NEW YORK

awards its

Bronze Plaque of Achievement

to

Edward R. Murrow

Wednesday, April 21, 1954

★ ★ ★

Past President GEORGE S. MCMILLAN, *presiding*

★ ★ ★

Presentation by MR. MCMILLAN

★ ★ ★

Acceptance by MR. MURROW

Menu

TOMATO JUICE COCKTAIL

BROILED SWORDFISH, MAITRE D'HOTEL

FRESH STRING BEANS AND PARSLEY POTATO

OR

ROAST PRIME RIBS OF BEEF AU JUS

NEW PEAS AND AU GRATIN POTATOES

DESSERTS

GREEN APPLE PIE WITH CHEESE

NESSELRODE PIE

RICCIARDI FRENCH ICE CREAM, COOKIES

COFFEE, SANKA, TEA OR MILK

Award

THE ADVERTISING CLUB OF NEW YORK

Citation

on presentation of

BRONZE PLAQUE OF ACHIEVEMENT

to

Edward R. Murrow

April 21, 1954

★ ★ ★

This member of the Board of Directors and Counselor of Public Affairs of the Columbia Broadcasting System is one of the world's ace journalists. Millions of Americans listen to his radio programs—"Edward R. Murrow And the News" and "This I Believe"—and millions more watch his TV programs, "See It Now" and "Person To Person."

Mr. Murrow opened his CBS radio series in 1947 by quoting this paragraph from his contract, a code he has followed consistently:

"News programs are broadcast solely for the purpose of enabling the listeners thereto to know facts—so far as they are ascertainable—and so to elucidate, illuminate, and explain facts and situations fairly to enable the listener to weigh and judge for himself."

How well he has performed his assignment may be judged by the honors heaped upon him: Five universities have awarded him honorary doctorates. King George VI decorated him as an Honorary Officer of the Most Excellent Order of the British Empire for his broadcasting of the bombing of London. He has received the Overseas Press Club award six times and the George Foster Peabody Award four times. Last month the National Association for Better Radio and TV gave him their annual award for reporting and news interpretation; the Philadelphia Fellowship Commission gave him their National Award; the New York State Speech Association gave him a citation; the National Newspaper Publishers Association, during Negro Week, gave him the Russwurm Annual Award; Kappa Tau Alpha, National Collegiate Honorary Society, selected him as one of the five top speakers of 1953; and the Sidney Hillman Foundation gave him their Television Award.

In April, 1954, the Newspaper Guild of New York placed him at the head of the list for its Annual Page One Award in the field of Public Affairs for "Distinguished Contribution to the Adult and Responsible Use of Broadcasting as a Major Medium of Information and Enlightenment." Hamilton College will give him the degree of Doctor of Humane Letters when he addresses their June Commencement assembly.

"For his realistic, accurate and individual depiction of the news through the great advertising media of radio and television," we of the Advertising Club of New York consider it a privilege to add to this impressive record, our own highest award—the Bronze Plaque of Achievement.

X 7693
Ernie Naftzger
Mrs. Lawrence
MU 5-1810

PARK AVENUE AT 35TH ST.
NEW YORK 16, N.Y.

Advertising Club OF NEW YORK

CHARLES C. GREEN
MANAGING DIRECTOR

20 min

April 8, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We are delighted to have your letter of April 5th, and are looking forward to your visit here at the Advertising Club of New York on Wednesday noon, April 21st. We would appreciate it if you would be at the Club at 12:15 for a little reception in my office (first door to the right as you enter) before proceeding to the main dining room for luncheon, promptly at 12:30.

At about 1:10 the presiding officer will introduce the head table guests, following which you will be presented with the Bronze Plaque of Achievement, and you will have twenty to thirty minutes for your response. Our meetings close promptly at 2 P.M.

2

No 1

We would like to have the names and addresses of several of your friends whom we may invite as our guests at the head table that day. Officers of the Columbia Broadcasting System will also be invited.

Every good wish,

Sincerely,

C. C. Green

Charles C. Green
Managing Director

CCG:rhl

Natalie
F4I & pls.
return.
WMcN

April 5, 1954

Dear Mr. Green:

Thank you for your letter of April 1. I am indeed most honored and gratified that the Advertising Club has found my television efforts worthy of an award and shall of course be happy to present myself at a Celebrity Luncheon.

Unfortunately, a previous commitment prevents me from doing so on April 14, but I have circled April 21 on my calendar and await your further instructions. I shall look forward with great pleasure to the opportunity of saying my thanks to you and your members personally on that date.

Sincerely yours,

Mr. Charles C. Green
Advertising Club of New York
Park Avenue at 35th Street
New York 16, New York

dm

PARK AVENUE AT 35TH ST.
NEW YORK 16, N.Y.

Advertising Club OF NEW YORK

CHARLES C. GREEN
MANAGING DIRECTOR

April 24

April 1, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

For your outstanding reporting in the television field in 1953, and especially your "See It Now" and "Person to Person" programs, the Advertising Club of New York, composed of more than 2000 business executives in advertising and selling, is desirous of presenting you with the Club's highest award -- its Bronze Plaque of Achievement.

Among the outstanding personages who have received this award over the years are: Herbert Hoover, Dwight D. Eisenhower, Lowell Thomas, Charles F. Kettering, Bernard Baruch, Bob Hope, Ben Hogan, Arthur Godfrey, Bishop Fulton J. Sheen, and Dr. Norman Vincent Peale.

Would it be convenient for you to receive this award at a Celebrity Luncheon here at the Club -- on Wednesday, April 14th, 21st, or 28th?

We hope to have your acceptance of one of these dates, and look forward to hearing from you.

Every good wish,

Sincerely,

Charles C. Green
Managing Director

CCG:rhl

American Veterans Committee
Awards
1954 Bill of Rights Award
September 17, 1954

SEPTEMBER 13, 1954

MR. WELLS CHURCH
STATION WTOP
WASHINGTON, D.C.

HAPPY TO HEAR YOU WILL ACCEPT AMERICAN VETERANS COMMITTEE AWARD FOR MR. MURROW. THE AWARD DINNER WILL TAKE PLACE ON FRIDAY, SEPTEMBER 17 AT HOTEL 2400 IN WASHINGTON. WILL YOU PLEASE GET IN TOUCH WITH MR. RICE AT THE AVC IN WASHINGTON AT NORTH 7-0581 AS SOON AS YOU CAN TO GET MORE DETAILS. THANK YOU.

REBE HOLDER
SECRETARY TO MR. MURROW

1-43-

Awards

August 2, 1954

Dear Mr. Maldin:

Before Mr. Murrow went on vacation he asked me to tell you most regretfully that he will not be able to attend the Banquet on September 17th.

It is now obvious from the way his Fall schedule is shaping up that he will have to remain in New York on Friday's due to his PERSON TO PERSON television show.

Sincerely yours,

Rebecca Holder
Secretary to
Mr. Murrow

Mr. Bill Mauldin, National Chairman
American Veterans Committee
1751 New Hampshire Avenue, N.W.
Washington 9, D.C.

440

AVC

AMERICAN VETERANS COMMITTEE INCORPORATED

NATIONAL OFFICES • 1751 NEW HAMPSHIRE AVENUE, N. W. • WASHINGTON 9, D. C. • NORTH 7-0581

To Achieve a More Democratic and Prosperous America and a More Stable World

"CITIZENS FIRST, VETERANS SECOND"

HONORARY MEMBERS
Dr. Ralph J. Bunche
Nelson Rockefeller
Mrs. Eleanor Roosevelt
The Most Rev. Bernard J. Sheil

NATIONAL PLANNING COMMITTEE
Arthur Bernstein
Charles G. Bolte
Curtis Campaigne, Jr.
Paul Cooke
Vernon A. Eagle
Robert Gordon
Murray Gross
Gilbert A. Harrison
Philip J. Hart
Robert S. Hunt
Frank H. Iglehart
Erwin Klaus
Robert L. Krechevsky
Robert J. Lau
Lincoln Lauterstein
Louis C. Pakiser, Jr.
William Pfaff
George Romm
Michael Straight
Robert Thompson
Morris Usdansky
Louis Warshaw
Hubert Will

NATIONAL ADVISORY COUNCIL
Cong. John Blatnik
Dave Breger
Cong. Richard Bolling
Sen. Paul Douglas
Clark M. Eichelberger
Irving M. Engel
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Dr. Mason W. Gross
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Ronald Reagan
Oren Root
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Thornton Wilder
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Samuel Tappis
Administrative Director
Phineas Indritz
Legal Counsel
Hal Silvers
Secretary
Philip T. Allen
Treasurer
Jess E. Weiss
National Service Officer

Bill Mauldin
Chairman
Mickey Levine
Vice-Chairman

Andrew E. Rice
Executive Director

July 22, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We were delighted to hear from Bill Mauldin of your acceptance of the AVC 1954 Bill of Rights Award. We feel deeply honored too.

As you know, the Award Dinner, at which Chester Bowles will also receive an award will take place on Friday September 17 at the Hotel 2400 in Washington. I hope very much that your schedule is now definite enough so that we may count on you being present. We expect a large attendance at the dinner.

With all good wishes,

Sincerely,

William F. Kingins

William F. Kingins
Chairman,
Washington Chapter, AVC

Affiliated with
World Veterans Federation

Pending
Sept. 17

June 14, 1954

Dear Bill Mauldin:

My best thanks for yours of June 7. I am deeply honored and gratified to learn that I have been chosen to receive an AVC Bill of Rights Award for 1954.

As I explained to you on the phone, I have no way of knowing now whether I will be able to attend the Banquet on September 17. However, I'll put it on my calendar tentatively, and give you a shout again as soon as my Fall schedule is definite.

Meanwhile, my thanks again to you and your members.

As ever yours,

Mr. Bill Mauldin, National Chairman
Average Veterans Committee
1751 New Hampshire Avenue, N.W.
Washington 9, D.C.

dm

440

AMERICAN VETERANS COMMITTEE INCORPORATED
NATIONAL OFFICES • 1751 NEW HAMPSHIRE AVENUE, N. W. • WASHINGTON 9, D. C. • NORTH 7-0581
To Achieve a More Democratic and Prosperous America and a More Stable World

"CITIZENS FIRST, VETERANS SECOND"

Bill Mauldin
Chairman

Mickey Levine
Vice-Chairman

NATIONAL PLANNING COMMITTEE

Arthur Bernstein
Charles G. Bolte
Curtis Campaigne, Jr.
Paul Cooke
Vernon A. Eagle
Robert Gordon
Murray Gross
Gilbert A. Harrison
Philip J. Hart
Robert S. Hunt
Frank H. Iglehart
Erwin Klaus
Robert L. Krechevsky
Robert J. Lau
Lincoln Lauterstein
Louis C. Pakiser, Jr.
William Pfaff
George Romm
Michael Straight
Robert Thompson
Morris Usdansky
Louis Warshaw
Hubert Will

HONORARY MEMBERS

Dr. Ralph J. Bunche
Nelson Rockefeller
Mrs. Eleanor Roosevelt
The Most Rev. Bernard J. Sheil

Samuel Tappis
Administrative Director

Phineas Indritz
National Counsel

Hal Silvers
National Secretary

Philip T. Allen
National Treasurer

Andrew E. Rice
Executive Director

- New Citizen 4-2502 (N.Y.)
" " 4-4375

June 7, 1954

Talked

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York 22, New York

Dear Mr. Murrow:

It gives me a great deal of pleasure to be the one selected to tell you that you have been chosen as a recipient of an AVC Bill of Rights Award for 1954.

These awards are given annually in recognition of contributions to mankind in the spirit of the freedoms of the Bill of Rights. Normally, four awards are given: one for outstanding service internationally, one for distinction nationally, and two for contributions in the Washington area.

The recipients in the past two years have been: 1952: Ralph Bunche (international), Walter P. Reuther (national); 1953: Eleanor Roosevelt (international), A. Powell Davies (national). You have been chosen this year for the national award; Chester Bowles has been selected for the international award.

- Fri

The presentations will be made by AVC on September 17 in Washington, D.C.

The Award Banquet is attended by hundreds of Washington liberals, members and friends of AVC, and receives wide public attention. We would count on you and Mr. Bowles to speak briefly.

I hope very much that you can be with us so that we may honor you.

With cordial good wishes,

Sincerely yours,

Bill Mauldin
Bill Mauldin
National Chairman

Andrew E. Rice
Andrew E. Rice
Executive Director

Affiliated with
World Veterans Federation

AVC National Corporate Offices, R-2000, 15 William Street, N. Y. 5, N. Y.

TED CHURCH - WTOP 9/15/54

~~Edward R. Murrow; A.V.C. acceptance speech.~~

[redacted]

S-7:35 Am

3928

Ted: Tried to reach you by phone. Many thanks for doing the AVC chore. Here's a little tired copy as requested by them:

"I am not in fact AWOL. As explained to your officers, a previous television commitment - which some of you may regard as K.P. - keeps me in New York tonight. I am truly sorry. As one who has shared, even as a parasite with a pencil, some of the dangers, drudgery and delights of your members, it would have given me particular pride and satisfaction to have received this award in person. Since I can't do it I have asked my old friend and colleague, Ted Church, to accept it for me. Even if I were there, surrounded by friends and familiar faces, I should scarce know what to say. An award of this character, coming from them whose only reward for serving their country might have been a white cross or a slab of stone, makes this reporter both humble and grateful - grateful not only for the award but for the fact that no tyranny of timidity and silence will be tolerated in this generous and capacious land - that dissent will not for long be confused with disloyalty; grateful, too, that there is such a thing in this country described by Will Rogers as 'the big normal majority', which somehow, in a wholly mysterious fashion, makes up its mind as to the direction in which this nation shall move.

Every man who writes or speaks with freedom and attempted fairness in this land today is beholden to those of you who fought in order that this might be so. [redacted] You have done me very considerable honor, and if I do not deserve it now, as in all candor I believe to be the case, I shall do my utmost to merit it in the future.

Edward R. Murrow

Awards

440

AVC AMERICAN VETERANS COMMITTEE INCORPORATED

NATIONAL OFFICES • 1951 NEW HAMPSHIRE AVENUE, N. W. • WASHINGTON 9, D. C. • NORTH 7-0581

To Achieve a More Democratic and Prosperous America and a More Stable World

"CITIZENS FIRST, VETERANS SECOND"

HONORARY MEMBERS
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Nelson Rockefeller
Mrs. Eleanor Roosevelt
The Most Rev. Bernard J. Sheil

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Secretary
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Treasurer
Jess E. Weiss
National Service Officer

Bill Mauldin
Chairman
Mickey Levine
Vice-Chairman

Andrew E. Rice
Executive Director

October 5, 1954

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

We deeply appreciated having Ted Church with us at the Washington AVC Chapter Bill of Rights Award Dinner on September 17. And we were deeply moved by your message of acceptance which he read on your behalf.

I think you will be interested in the enclosed small sample of the widespread press covereage which these awards received. The article and the editorial from the Army Times were particularly satisfying.

Sincerely yours,

Andrew E. Rice

Andrew E. Rice
Executive Director

encl:

cc: Wells Church

Affiliated with
World Veterans Federation

SENATE WORKING DRAFT OF THE BILL OF RIGHTS.

CONGRESS OF THE UNITED STATES.

In the HOUSE OF REPRESENTATIVES,

Monday, 24th August, 1789.

RESOLVED, BY THE SENATE AND HOUSE OF REPRESENTATIVES OF THE UNITED STATES OF AMERICA IN CONGRESS ASSEMBLED, two thirds of both Houses ~~[illegible]~~ concurring, That the following Articles be proposed to the Legislatures of the several States, as Amendments to the Constitution of the United States, all or any of which Articles, when ratified by three fourths of the said Legislatures, to be valid to all intents and purposes as part of the said Constitution—Viz.

ARTICLES in addition to, and amendment of, the Constitution of the United States of America, proposed by Congress, and ratified by the Legislatures of the several States, pursuant to the fifth Article of the original Constitution.

ARTICLE THE FIRST.

After the first enumeration, required by the first Article of the Constitution, there shall be one Representative for every thirty thousand, until the number shall amount to one hundred, after which the proportion shall be so regulated by Congress, that there shall be not less than one hundred Representatives, nor less than one Representative for every forty thousand persons, until the number of Representatives shall amount to two hundred, after which the proportion shall be so regulated by Congress, that there shall not be less than two hundred Representatives, nor less than one Representative for every fifty thousand persons.

amendment

ARTICLE THE SECOND.

No law varying the compensation ~~to the members of Congress~~ for the benefit of the Senators & Representatives, shall take effect, until an election of Representatives shall have intervened.

ARTICLE THE THIRD.

Congress shall make no law establishing ~~any religion, or prohibiting the free exercise thereof, nor shall the [illegible] infringed.~~ Articles of Faith or a mode of Worship, or prohibiting

ARTICLE THE FOURTH.

Congress shall make no law abridging

The Freedom of ~~Speech, or of the Press, or~~ the People ~~peaceably~~ to assemble, ~~[illegible]~~ and to ~~petition~~ petition the Government for a redress of ~~[illegible] shall not be infringed.~~

AVC

8th Annual Bill of Rights Dinner

American Veterans Committee

NATIONAL OFFICERS

BILL MAULDIN ..... *Chairman*

MICKEY LEVINE ..... *Vice-Chairman*

PHINEAS INDRITZ ..... *National Counsel*

HAL SILVERS ..... *National Secretary*

PHILIP T. ALLEN ..... *National Treasurer*

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RUTH HARRISON ..... *Recording Secretary*

HAL SILVERS ..... *Corresponding Secretary*

ROBERT MENKE ..... *Treasurer*

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Mary Jo Adler

Harry Balfe, II

Dr. Paul Cooke

Miriam Goldman

Robert Greenburg

Bernice Holstein

Florence K. Nierman

John Pierce

Miriam Romer

Chester Shore

AVC HOUSE

IRVING PANZER, *Chairman of The Board*

ELY WAGNER, *President*

AVC Bill of Rights Dinner was founded in 1946 by Taft Feiman

AVC's Mission is to . . . "P

8th Annual Bill of Rights Dinner

SEPTEMBER 17, 1954

HOTEL TWENTY FOUR HUNDRED

Program

PRESIDING

CODY PFANSTIEHL

INVOCATION

REV. ROSS ALLEN WESTON

Pastor, Unitarian Church
Arlington, Va.

PRESENTATION

BILL OF RIGHTS AWARDS

To

MARGARET JUST BUTCHER

AVC Washington Award

EDWARD R. MURROW

AVC National Award

M/SGT CHARLES R. JORDAN

AVC International
Ambassador of Goodwill
Award

CHESTER BOWLES

AVC International Award

For Service to Humanity

The AVC Bill of Rights Award Dinner was established in 1946 to honor outstanding Americans who have demonstrated in their lives and actions qualities of outstanding leadership in the fields of international cooperation, civil liberties, freedom of speech and the rights of the individual. They have been chosen by a special AVC committee appointed to survey the ranks of those who have worked to strengthen human dignity and preserve the basic rights of man.

Some of the previous winners are: Ralph Bunche, Walter Reuther, Sen. Herbert Lehman, Roger Baldwin, Alan Barth, Charles E. Wilson (formerly of General Electric), E. B. Henderson, Sen. Wayne Morse, James Wechsler, Ida Fox, Eric Sevareid, Paul Cooke, Phineas Indritz, Emery Foster, Don Willner, Frank Reeves, Elmer Davis, A. Powell Davies, Eleanor Roosevelt.

"Promote the General Welfare"

REPRODUCTIONS
COURTESY OF
NATIONAL ARCHIVES

Honored by AVC:

Murrow Lauds Ex-GIs For Fight to Preserve Free Speech, Press

WASHINGTON.—Radio news commentator Edward R. Murrow last week told the American Veterans Committee that all news reporters and writers are deeply indebted to America's ex-GIs for fighting to preserve freedom of speech and freedom of the press.

Murrow's pat on the back for veterans was delivered in absentia at AVC's eighth annual Bill of Rights awards dinner here where the CBS newscaster was honored together with former Ambassador to India Chester Bowles, educator Dr. Margaret Just Butcher, and Air Force Sgt. Charles R. Jordan.

Those previously honored for working "to strengthen human dignity and preserve the basic rights of man" include Mrs. Eleanor Roosevelt, Dr. Ralph Bunche, Walter Reuther, Elmer Davis, and Sen. Wayne Morse, (Ind., Ore.).

An estimated 500 people packed the main ballroom of the Hotel 2400 here to see the 1954 awards presented. Because of a previous television commitment, Murrow was unable to attend. His acceptance speech was read by fellow CBS man Ted Church.

* * *

WROTE MURROW, "I am not, in fact, AWOL. As explained to your officers, a previous television commitment — which some of you may regard as KP — keeps me in New York tonight. I am truly sorry. As one who had shared, even as a parasite with a pencil, some of the dangers, drudgery and delights of your members, it would have given me particular pride and satisfaction to have received this award in person."

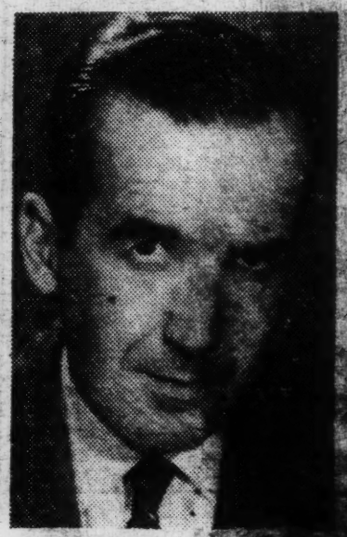
Murrow's award was extended for "adherence to the highest tenets of democracy in the presentation and interpretation of current events" and for "constant devotion to the preservation of due process of law."

The CBS newsman declared that "an award of this character, coming from them whose only reward for serving their country might have been a white cross or a slab of stone makes this reporter both humble and grateful — grateful not only for the award — but for the fact that no tyranny of timidity and silence will be tolerated in this generous and capacious land, that dissent will not long be confused with disloyalty."

"Every man who writes or speaks with freedom and attempted fairness in this land today is beholden to those of you who fought that this might be so," he said.

* * *

FORMER AMBASSADOR Bowles was honored for "continued contributions to the understanding of the rising democratic nations of Asia, as a private citizen as well as Ambassador to India, and for having forged new bonds of friendship among the free people of East and West."



EDWARD R. MURROW
. . . "beholden"

In his acceptance speech, he rapped the thought that foreign countries can be bought by American aid programs.

"We cannot buy the vote of India or Japan any more than we can buy the vote of a decent man," he declared. "They are not for sale any more than our vote at the world's conference tables is for sale."

Sergeant Jordan was honored for his work in teaching school to hundreds of Japanese children in his off-duty hours in the Far East and, later, for setting up a trust fund to provide scholarships for foreign students. He has signed over his National Service Life Insurance to the fund, and contributes $100 per month from his Air Force pay.

Dr. Butcher, a member of the District of Columbia Board of Education and professor at Howard University, was honored for her attempts to end racial segregation in the Washington public schools.

VETERANS EDITION
ARMY TIMES
National Newspaper of Veterans Affairs
Member Audit Bureau of Circulation
Published Saturday by Army Times Publishing Company, 3133 M St., Washington 7, D. C.
Entered as second class matter Oct. 15, 1950, Washington, D. C., under act

ARMY TIMES

MENTOR TO JAP SMALL-FRY:

Air Force Sergeant Receives AVC Aw
For Role in Aiding International Goo

WASHINGTON.—An Air Force sergeant, who has spent thousands of dollars to educate a 19-year-old Japanese in the United States and who spent his after-duty hours in Japan educating Japanese children, this week will receive the American Veterans Committee's distinguished service award.

Master Sergeant Charles Jordan received an award that has been given in the past only to top international diplomats, national legislators, business and labor leaders. Former winners include Dr. Ralph Bunche, Charles Wilson, Eleanor Roosevelt and Sen. Wayne Morse.

Jordan, enroute from Washington for reassignment in Japan when he was intercepted by the Air Force on the West Coast, was notified by AVC member Ronald Reagan, motion picture and TV star, that he won the AVC award for "distinguished service in the field of developing international understanding and good will."

* * *

JORDAN, WHOSE military orders have been changed temporarily, will fly back to Washington this week to receive his honor at the Washington AVC's annual Bill of Rights Dinner.

Two years ago, Jordan taught school in Japan on his after-duty hours. When he left Japan for his Washington station, hundreds of Japanese students petitioned the Command of Military Air Transport Service's Air Weather headquarters here, to have Jordan return to their country with the duty of "spreading democratic ideals."

Meanwhile, Jordan invested $1960, more than ten months service pay, to bring a 19-year-old Japanese, Kenzi "Jimmy" Mayazawa, to this country for education in Fenn College in Cleveland, Ohio, to give him a "taste of democracy in action."

Since then Jordan has been paying the coll
student.

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La Dietrich Charms Legion

PARIS.—Hollywood star Marlene Dietrich along with some 500 American Legionnaires recently took part in a ceremony at the Arch of Triumph marking the 10th anniversary of the liberation of Paris.

Wearing a dark blue raincoat and the Legion's trim field cap, Marlene marched up the Champs-Elyses with the Legionnaires for the ceremony.

She stood with Paris Mayor Bernard Lafay and Veterans Minister Emanuel Temple before the eternal flame and the tomb of the unknown soldier for the traditional minute of silence.

The ribbons of the Legion of Honor and the Croix de Guerre, awarded to her by the French government after World War II, were pinned to her coat.

After signing the golden book of honor, the famous actress went to the American Legion's Pershing Hall reception.

Award
Good Will

the college expenses of the
dent.

Known as the "Apostle of
mocracy," the 41-year-old Jor-
shrugs off praise for his ac-
ties with "It's better than toss-
my money over the bar."

* * *

ORDAN HAS received many
itary commendations for his
rk overseas as an ambassador
good will and has received the
udits of the nation's press for
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lonal understanding.

After receiving his overseas or-
s, Jordan took a 30-day leave to
e the Japanese student on a
ss-country bus tour of historic
scenic sites.

At the annual dinner Jordan will
eive his citation with another
C international award winner—
ster Bowles, former Ambassa-
to India; Edward R. Murrow,
o receives AVC's national
rd; and Margaret Just Butcher,
l educator, who will be pre-
ted the veterans' organization's
rd for "outstanding community
vice."

CLEVELAND PRESS

Cleveland GI Honored for World Good Will

SGT. CHARLES JORDAN won an important international good will award.

Air Force Sgt. Charles R. Jordan of Cleveland today won the American Veterans Committee's annual Distinguished Service Award for fostering international understanding and good will.

Others who will receive similar awards at the annual Bill of Rights Dinner of the Washington AVC chapter on Sept. 17 include: Chester Bowles, former ambassador to India, and Edward R. Murrow, television news reporter.

Jordan thus becomes the first enlisted service man to receive the AVC award usually bestowed only upon noted diplomats and national leaders. The 41-year-old sergeant was cited for spreading democratic ideals in Japan, and for financing a 19-year-old Japanese boy's trip to America and his education at Fenn College.

Jordan learned of his award last night from Screen Actor Ronald Reagan, a member of AVC who found the sergeant in Hollywood, ending a tour of historic and scenic points with his Japanese protege, Kenzi (James) Miyazawa. He took the tour before going to San Francisco to embark for reassignment with the Air Force in Tokyo.

The Air Force will fly the sergeant to Washington for the dinner at which it is expected the citation will be handed to him by famed cartoonist, Bill Mauldin, national president of AVC.

Last month, Sgt. Jordan carried his personal program of international goodwill further by setting up the International Student Trust Fund of Cleveland. The bachelor soldier put $300 into the fund, alloted $100 monthly from his GI pay and made the trust fund the beneficiary of his $10,000 National Service Life Insurance.

Fund to Help Others

The fund will be used to complete Miyazawa's education and to provide opportunities for other deserving foreign students to study in the United States.

"It is hoped that the fund may serve to establish worldwide friendship between participating students, each of whom may one day become a leader within his own sphere of interest in his own country," the trust provided.

"It's better than tossing my money across the bar," Sgt. Jordan said of his program. In Cleveland he lived with a sister, Mrs. G. R. Jones, 614 E. 126th St.

Jordan's story, called "A Saga of Democracy" by the AVC, will be told to people all over the world in a special broadcast by the Voice of America.

Press Intelligence, Inc.
WASHINGTON 1, D. C.

YORK (Pa.) DISPATCH

Circ.: e. 29,495

Front Page | Edit Page | Other Page ✓

Dates

AWARD FOR AIRMAN

Spread Democratic Ideals by Teaching in Japan

WASHINGTON, Sept. 9 (UP).—Air Force Sergeant Charles R. Jordan, Cleveland, yesterday won the American Veterans Committee's annual award for "distinguished service" in fostering international good will.

The A. V. C. said Jordan was notified of his selection in Los Angeles while waiting to leave for reassignment in Japan. He will return here to receive the citation at the A. V. C's annual dinner Sept. 17.

Jordan was cited for his work in Japan "spreading democratic ideals." The 41-year-old sergeant spent his after duty hours teaching school in Japan.

He now is financing the American education of a 19-year-old Japanese boy. He wanted the youth to have a "taste of democracy in action."

"It's better than tossing my money over the bar," Jordan said.

The A. V. C's award heretofore has been given only to diplomats and national leaders.

The Evening Star
With Sunday Morning Edition
WASHINGTON 4, D. C.

AVC Honors Airman Financing Education Of Japanese in U. S.

An Air Force master sergeant, Charles R. Jordan, 41, who spent a large sum of money to educate a Japanese student in the United States, last night received the American Veterans Committee's Serviceman's International Award.

At AVC's annual Bill of Rights dinner in the Hotel 2400, Sergt. Jordan was presented with his citation, as was another AVC international award winner, Chester Bowles, former Ambassador to India.

Edward R. Murrow, radio and television commentator, was honored in absentia with the group's national award for "adherence to the highest tenets of democracy and interpretation of current events and for constant devotion to the preservation of due process of law."

Award to Mrs. Butcher.

Mrs. Margaret Just Butcher, Howard University teacher and member of the District Board of Education, also received AVC's community service award for outstanding service in her work of promoting the integration of all races in the District schools.

Sergt. Jordan and Kenzi Miyazawa appeared together before 450 guests at the dinner and told them that an international trust they set up three weeks ago in Cleveland will be used to bring other foreign students to the United States to "give them a taste of democracy."

Appearing with Mr. Miyazawa was Shigenobu Shima, the Minister of Japan, and Brig. Gen. Thomas S. Moorman, commanding the Air Force's Air Weather Service, a section of the Military Air Transport Service, with which Sergt. Jordan serves.

Bowles Asks Reappraisal.

Mr. Bowles told the audience that, in a sense, this country needs a reappraisal of where it was going in its relations with other nations.

Mrs. Butcher, in her acceptance of the honor, talked about the program of integration in the city's schools under the Supreme Court's no-segregation edict, and she praised democracy in giving a person an opportunity to fight for understanding and decency.

Mr. Murrow's acceptance was by Ted Church, an old friend and also a newscaster. Mr. Murrow's speech read in part:

"Every man who writes or speaks with freedom and attempted fairness in this land is beholden to those of [illegible] in order that

thing is that the Legion—especially from a national viewpoint—appears willing to take all of Phillips' snide of malicious printed comments lying down.

Deserved Award

THE American Veterans Committee (AVC) this week gave CBS newsman Edward R. Murrow a deserved award for "adherence to the highest tenets of democracy in the presentation and interpretation of current events" and for "constant devotion to the preservation of due process of law."

Murrow's reputation is well known. Except for rabid McCarthyites who would like to drive him from the air after Murrow's recent dramatic film portrayal of McCarthy, he is universally respected for his fairness.

And Murrow had some more objective reporting to get off his chest when he accepted, in absentia, the AVC award. Listen to Murrow:

"An award of this character, coming from them whose only reward for serving their country might have been a white cross or a slab of stone makes this reporter both humble and grateful—grateful not only for the award—but for the fact that no tyranny of timidity and silence will be tolerated in this generous and capacious land, that dissent will not long be confused with disloyalty."

Amen!

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A. Yes.

The Washington Post

Airman Cited For Good Will Work Abroad

Master Sergeant Charles R. Jorden of the Military Air Transport Service has won the American Veteran Committee's award for "distinguished service" in fostering international good will.

Jordan

The AVC said yesterday that Jordan, of Cleveland, Ohio, was notified of his selection at noon in Los Angeles while waiting to leave for reassignment in Japan. He will receive the citation September 17 in Washington.

The 41-year-old Air Force sergeant, who spent after duty hours teaching school in Japan, was cited for his work in "spreading democratic ideals."

He also is financing the education in this country of a 19-year-old Japanese boy, whom he wanted to have "a taste of democracy in action."

Jordan, a bachelor with no dependents, set up a trust fund to complete the education of foreign students in this country. He has arranged for a $100 monthly pay allotment to go to the fund and also has made it the beneficiary of his $10,000 GI insurance.

Other AVC award winners this year include Chester Bowles, former Ambassador to India, and Edward R. Murrow, news commentator. Other winners include Eleanor Roosevelt, Dr. Ralph Bunche, Sen. Wayne Morse (Ind-Oreg.) and General Electric's Charles E. Wilson.

ALSO
AP - UP

The AVC Bulletin

AMERICAN VETERANS COMMITTEE, INC.

(Affiliated with the World Veterans Federation)

Publication for members of the American Veterans Committee, Inc., an association of veterans and servicemen and women.

Published monthly in Washington, D. C., except August and September, when published bi-monthly. Entered as second class matter at the Post Office at Washington, D. C., under the Act of March 3, 1879.

Ambassadors All Honored at AVC Dinner

CELEBRITIES seem to be really enjoying spotlite at Washington AVC Bill of Rights Dinner. L. to r.: G. L. Mehta, Ambassador of India; Chester Bowles; M/Sgt. Charles R. Jordan; Shigenobu Shima, Japanese Minister Plenipotentiary; and Jimmy Miyazawa.

WASHINGTON—It was Ambassadors' Day at the Washington AVC's Eighth Annual Bill of Rights Dinner on September 17.

Before a packed banquet hall, a world-renowned statesman and a G.I. joined in receiving honors for their contributions to building understanding among the free peoples of the world.

Recipient of the Washington Chapter's annual "International Award" was former U. S. Ambassador to India Chester Bowles, commended for his service as U. S. envoy and for his subsequent speaking and writing all over the United States. Bowles responded with a speech in which he urged liberals to devote their primary attention to preservation of civil liberties at home and helping underdeveloped areas abroad.

M/Sgt. Charles R. Jordan accepted the AVC "Serviceman's Ambassador of Goodwill Award." Jordan, who was flown from Los Angeles by the Air Force to receive the citation in person, was honored for his work in bringing a Japanese student to this country at his own expense and for later setting up a trust fund to bring further students. With him at the dinner was Jimmy Miyazawa, first beneficiary of Jordan's actions.

Others honored at the "Citizenship Day" dinner were Edward R. Murrow, noted CBS newscaster, and Dr. Margaret Just Butcher, member of the District of Columbia Board of Education. Murrow, whose award was received for him by CBS correspondent Wells Church, was cited for his "constant devotion to the preservation of due process of law," while Mrs. Butcher received her award for her leadership in working for an end of racial segregation in Washington's public schools.

Dinner toastmaster was Cody Pfanstiehl, committee chairman was Al Raizen, and nationwide publicity was handled by Clen Bishop.

AIR FORCE

NEWS RELEASE

TO
1200 COMMERCIAL PUBLICATIONS
72 ARMED FORCES RADIO STATIONS
WORLDWIDE AIR BASE PAPERS

Release No. R-62-54
Date 9 September 1954
Redwood 5-8900, Ext. 2174 - 3108

Office of Information Services
Headquarters, Military Air Transport Service
United States Air Force
Washington 25, D. C.

AIR FORCE SERGEANT WINS AVC'S
AMBASSADOR OF GOOD WILL AWARD

ANDREWS AFB, Md.--Military Air Transport Service's Master Sergeant Charles R. Jordan has won the Washington American Veterans Committee's award for "distinguished service in the field of developing international understanding and good will." Jordan is assigned to MATS Air Weather Service.

Official notification of the award was given Jordan early this morning at a Los Angeles hotel (Statler) by AVC-Member Ronald Reagan, cinema, stage and TV star.

Other winners this year include Chester Bowles, former Ambassador to India, and Edward R. Murrow, radio commentator. Former winners of the AVC awards include Eleanor Roosevelt, Ralph Bunch, GE's Charles E. Wilson, and Senator Wayne Morse of Oregon.

Jordan was cited by the committee for setting up a trust fund to complete the education of foreign students in the U.S.

Jordan, a bachelor with no dependents, put $300 in the fund. He has arranged for $100 monthly allotments from his Air Force pay to funnel into the fund. He also has made the trust fund beneficiary of his $10,000 G.I. insurance.

"It is hoped that this trust may serve to establish a worldwide friendship between the participating students," the trust agreement states, "each of whom may one day become a leader within his own sphere of influence in his own country."

"I am sure that if the young people of other countries are given the opportunity to live and study in America and then go back home with their knowledge of our country, it will go a long way toward solving the troubles in the world today," Jordan added.

Forty-one-year-old Jordan served in Africa, Europe, and the Far East during World War II. He also served a stint during the Korean action. He is a veteran of 14 years in the Air Force.

more

Jordan made news in 1952 when he brought Kenzi Miyazawa from Nagoya, Japan, to Cleveland, Ohio, where the 21-year-old Japanese attended Fenn College.

"Jimmy," as Kenzi is known to his American friends, is a Nagoya high school graduate. Prior to the end of World War II he spent four months learning to be a Kamikaze pilot.

Jordan, stationed at Nagoya Air Base, taught English classes in his off-duty hours at the Y.M.C.A., which were attended by Jimmy.

"I tried to tell him about democracy," Jordan said. "I talked and talked. Then I decided the best way to demonstrate democracy was to show Jimmy America."

With State Department help Jimmy was brought to the U.S. by Jordan, who paid all his expenses and moved him into his sister's home. Jimmy enrolled in Fenn College, a cooperative school, where he studies three months and works three. He is taking a liberal arts course and has four years to go.

In accepting the first such citation to be awarded a military man by the Washington chapter of the A.V.C., Jordan said, "I am honored and grateful that my name has been cited by the A.V.C., though I cannot conceive of myself as being worthy of the most coveted award. I accept it with the humblenoss and surprise one feels who has discovered that his name has been accidentally mentioned with those of the great."

After the official presentation of the award to Jordan on September 17 at a D.C. hotel, he will emplane for the West Coast on his way to his next assignment with the Far East Air Force.

--30--

WASHINGTON CHAPTER
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AMERICAN VETERANS COMMITTEE INCORPORATED
NATIONAL OFFICES • 1141 NEW HAMPSHIRE AVENUE, N.W. • WASHINGTON 9, D. C. • NORTH 7-0581
To Achieve a More Democratic and Prosperous America and a More Stable World
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Samuel Tappis
Administrative Director
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Chairman
Mickey Levine
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Andrew E. Rice
Executive Director

Eighth Annual Bill of Rights Award Dinner
AMERICAN VETERANS COMMITTEE
Washington Chapter
HOTEL 2400 - 2400 16TH ST, NW
September 17, 1954, 7:30 PM

1954 AWARD WINNERS

AVC International Award

CHESTER BOWLES, former Ambassador to India.

Citation: "For your continued contributions to the understanding of the rising democratic nations of Asia, as a private citizen as well as Ambassador to India, and for having forged new bonds of friendship among the free peoples of East and West."

AVC Serviceman's International Award

Master Sergeant CHARLES R. JORDAN, United States Air Force.

Citation: "For distinguished service in the field of developing international understanding and goodwill through your dedicated efforts, in addition to your regular duties as a member of the United States Air Force, to promote better understanding overseas of the United States and its democratic institutions."

AVC National Award

EDWARD R. MURROW, CBS News Commentator.

Citation: "For adherence to the highest tenets of democracy in the presentation and interpretation of current events and for your constant devotion to the preservation of due process of law."

AVC Community Service Award

MARGARET JUST BUTCHER, Member D.C. Board of Education,

Citation: "For outstanding community service as a member of the District of Columbia Board of Education in successfully promoting the integration of all races in the District schools."

* MORE *

This is the eighth year AVC has made international, national, and community awards. Among previous winners of the AVC awards are: Dr. Ralph Bunche; General Electric's Charles E. Wilson; Mrs. Eleanor Roosevelt; Senator Wayne Morse; Elmer Davis; Walter Reuther.

M/Sgt. Jordan is the first serviceman to receive the award, formerly given only to top international diplomats, national legislators, business and labor leaders.

Also present at the dinner is Kenzi "Jimmy" Miyazawa, 21-year old Japanese student, who Sgt. Jordan brought to the U.S. for an education at the sergeant's expense and who is the first beneficiary of the International Student Trust, established by the airman through a $100 monthly allotment of his pay.

The AVC Bill of Rights Award Dinner was established in 1946 to honor outstanding Americans who have demonstrated in their lives and actions qualities of outstanding leadership in the fields of international cooperation, civil liberties, freedom of speech and the rights of the individual. They have been chosen by a special AVC committee appointed to survey the ranks of those who have worked to strengthen human dignity and preserve the basic rights of man.

AVC, with chapters throughout the United States, is the co-founder of the 20-million member World Veterans Federation composed of veterans organizations of 22 countries. Last year's WVF convention was held at the Hague. Queen Juliana of the Netherlands opened the international convention. This year's WVF convention will be held in Vienna. Six other countries have applied for admission to the WVF this year. The primary purpose of the organization is to build international goodwill and understanding through veterans who fought each other in the world's wars.

President Eisenhower, ex-President Truman and Adlai Stevenson are members of AVC.

Bill Mauldin, creator of the famed Willie & Joe, GI cartoons of World war II, and national writer and cartoonist, is the National Chairman of the American Veterans Committee, which has its headquarters in Washington. Andrew E. Rice is the National Executive Director of the AVC.

Cody Phanstiehl, Public Service Director of WTOP-CBS will be the Master of Ceremonies at the AVC Bill of Rights Dinner. Alfred Raizen is Chairman of the Dinner Committee. William Kingins is Chairman of the Washington American Veterans Committee.

ARTICLE THE FIFTH.

A well regulated militia, composed of the body of the People, being the best security of a free State, the right of the People to keep and bear arms, shall not be infringed, but no one religiously scrupulous of bearing arms, shall be compelled to render military service in person.

ARTICLE THE SIXTH.

No soldier shall, in time of peace, be quartered in any house without the consent of the owner, nor in time of war, but in a manner to be prescribed by law.

ARTICLE THE SEVENTH.

The right of the People to be secure in their persons, houses, papers and effects, against unreasonable searches and seizures, shall not be violated, and no warrants shall issue, but upon probable cause supported by oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.

ARTICLE THE EIGHTH.

No person shall be subject, ~~except in case of impeachment, to more than one trial, or one punishment~~ to be twice tried in jeopardy of life or limb, by any for the same offense, nor shall be compelled in any criminal case, to be a witness against himself, nor be deprived of life, liberty or property, without due process of law; nor shall private property be taken for public use without just compensation.

ARTICLE THE NINTH.

In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, to be informed of the nature and cause of the accusation, to be confronted with the witnesses against him, to have compulsory process for obtaining witnesses in his favor, and to have the assistance of counsel for his defence.

ARTICLE THE TENTH.

The trial of all crimes (except in cases of impeachment, and in cases arising in the land or naval forces, or in the militia when in actual service in time of War or public danger) shall be by an Impartial Jury of the Vicinage, ~~with the requisite of~~ unanimity for conviction, the right of challenge, and other accostomed requisites; and no person shall be held to answer for a capital, or otherways infamous crime, unless on a presentment or indictment by a Grand Jury; ~~but if a crime be committed in a place in the possession of an enemy, or in which the Civil Power may prevail, the indictment and trial may by law be authorised in some other place within the Commonwealth.~~

Amendments to the Constitution of the United States

Article 1 of Amend. to the Constitution of the United States

public Prosecutor

S. & is united with an Amendment

Program Presented in the public interest by
R. Mars THE CONTRACT CO.

Awards

AMERICAN VETERANS COMMITTEE

WASHINGTON CHAPTER • WASHINGTON, D. C.

Eighth Annual

BILL OF RIGHTS AWARD

1954 National Award

to

Edward R. Murrow

For adherence to the highest tenets of democracy in the presentation and interpretation of current events and for your constant devotion to the preservation of due process of law.

"Chevalier" in French National Order of the Legion of Honor
April 26, 1954

November 22, 1954

Dear Sir:

Many thanks for your letter of November 18th. I would indeed be honored to be at your office on Wednesday, December 1st to receive the insignia of the Cross of Chevalier of the Legion of Honor.

Sincerely yours,

Jean de Lagarde
Minister Plenipotentiary
Consul General of France
934 Fifth Avenue
New York, New York

rh

CONSULAT GÉNÉRAL DE FRANCE
A NEW-YORK

934 Fifth
Corner 75th St.

RE 5-0100

JdL/dkt

November 18, 1954

Mr. Edward R. Murrow
C.B.S.
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I am sorry to have not been able to write you earlier about the ceremony for the awarding of your insignia of the Cross of Chevalier of the Legion of Honor, but since my letter of July 21st I had to leave for France on a mission which lasted until a fortnight ago. I regret that these circumstances prevented me from giving to a friend of my country that token of friendship and gratitude that you deserve so much.

I would be very happy to arrange a gathering in my office on Wednesday, December first at 12 noon.

I shall appreciate it very much if you could let me know whether or not this date is convenient for you, and, at the same time, could you send me a list of your friends whom you would like to invite on that occasion.

Yes

Very sincerely yours,

J de Lagarde

Jean de Lagarde
Minister Plenipotentiary
Consul General of France

Awards

Consulat Général de France
à New York

Le 5-0100

MK/sb
4771

July 21, 1954

Mr. Edward Murrow
Columbia Television and
Broadcasting System
485 Madison Avenue
New York City

Dear Mr. Murrow:

I have the pleasure of enclosing herewith a letter from His Excellency Mr. Henri Bonnet, Ambassador of France, informing you of your nomination of "Chevalier" of the Legion of Honor.

I will be very happy to remit to you the insignia of this decoaration any day next week, excepted Monday or Saturday, at the time you prefer. The ceremony could be held in my office, 934 Fifth Avenue and it is needless to say to your friends are cordially invited.

Looking forward to seeing you, I am

Yours very sincerely,

J de Lagarde

Jean de Lagarde
Minister Plenipotentiary
Consul General of France

P.S.: If for any reason the period indicated above was not convenient to you, we could arrange to have this ceremony take place during the second half of September as I will be absent from New York during the month of August being called on a mission to Paris.

Call Sept. called
call after Oct. 10

Ambassade de France
aux Etats-Unis

Washington, le June 18, 1954.

Dear Mr. Murrow:

I have the honor to inform you that, by decree of the President of the French Republic dated April 26, 1954, you have been made "Chevalier" in our National Order of the Legion of Honor.

I am happy to congratulate you on this highly-deserved distinction, which has been awarded to you as a token of the high esteem in which the French Government holds your remarkable achievements, particularly in the fields of radio and television, and of appreciation for the part you have played in making French problems better known and understood in the United States.

Sincerely yours,

Henri Bonnet
French Ambassador
to the United States

Mr. Edward Murrow
Columbia Television
and Broadcasting System,
New York City.

Awards

JUNE 10, 1954

THE HONORABLE JEAN DE LAGARDE
MINISTER PLENIPOTENTIARY CONSUL GENERAL OF FRANCE
NEW YORK, N.Y.

I AM PLEASED AND HONORED TO RECEIVE YOUR GRACIOUS COMMUNICATION AND WILL AWAIT FURTHER INFORMATION FROM YOU. VERY TRULY YOURS

EDWARD R. MURROW
1-13-7

Make him "King for a Day" Send him a FATHER'S DAY TELEGRAM

JUNE 20

6157(54)

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

AD-36

SYMBOLS
DL=Day Letter
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1954 JUN 9 PM 3 55

KPA010 NL PD=KP NEW YORK NY 9=

EDWARD R MURROW=

580 PARK AVE NYK= AR

I AM PLEASED TO INFORM YOU THAT YOU HAVE BEEN NAMED "CHEVALIER" OF THE LEGION OF HONOR. STOP SINCERE CONGRATULATIONS FOR THIS HIGHLY DESERVED DISTINCTION WHICH RECOGNIZES YOUR OUTSTANDING CONTRIBUTION TOWARD GREATER UNDERSTANDING BETWEEN THE UNITED STATES AND FRANCE. VERY TRULY YOURS=

JEAN DE LAGARDE MINISTER PLENIPOTENTIARY CONSUL GENERAL OF FRANCE..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Cartier Inc.

5th Ave. & 52nd St. NEW YORK 22, N.Y.

Feb 21 1955

MR. Edward R. Murrow
C. B. S.
485 Mad. Ave.
N.Y.C.

No. 99469

This package contains the following articles which were carefully checked and packed before shipment. Any claim for damage or discrepancy must be made in writing within three days after receipt of package.

(1) Yard of Legion of Honor Ribbon

CARD ENCLOSED

CARTIER
FIFTH AVE. AND 52ND STREET
NEW YORK

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

Chicago Council on Foreign Relations
May 14, 1954
Award

May 18, 1954

FOREIGN RELATIONS COUNCIL CITES MURROW

Edward R. Murrow, CBS Radio and CBS Television news analyst, has received a citation from the Chicago Council on Foreign Relations "for the outstanding contribution of 1953 to the improvement of humankind through world understanding."

The citation, presented by Mr. Milton Brorby, President of the organization, read:

"For the consistent excellence of his television program, 'See It Now,' and his radio news broadcasts, and for the specific excellence of his broadcast on Berlin, the Chicago Council on Foreign Relations pays tribute to Edward R. Murrow of the Columbia Broadcasting System for the outstanding contribution of 1953 to the improvement of humankind through world understanding."

Mr. Murrow is heard on CBS Radio in "Edward R. Murrow with the News," Monday thru Friday at 7:45-8:00 PM, EDT. He is seen twice weekly on CBS Television, in "Person to Person" Friday nights at 10:30-11:00 PM, EDT, and in "See It Now" Tuesday nights at 10:30-11:00 PM, EDT.

* * *

Chicago Council on Foreign Relations Awards

E. R. Murrow

Acceptance of Chicago Council on Foreign Relations Award May 14, 1954

First of all, let me say that I am truly sorry that radio and television commitments here in New York prevented my being with you today. It is an honor to accept this tribute from such a distinguished organization as the Chicago Council on Foreign Relations. Permit me to accept it on behalf of my colleagues and CBS. We are particularly pleased that you made mention of the Berlin report, for it is our feeling that television is in large measure an instrument of transportation. "The Berlin Report" was made by five camera teams, and in that one, as with many others, we are not sure that we did not leave the better report on the cutting room floor.

This is a business, a profession, or an art, where the future is constantly challenging and exciting. We look forward to the time when we become a nation of sight and sound, and we shall be able to transport millions of Americans to regions of the world they would otherwise never visit. We anticipate the time when a great scholar of Greek history and civilization can take you through the streets of Athens, and make both contemporary and ancient [redacted] Greek civilization come alive. We anticipate the time when members of the great

legislative assemblies of the free world will engage in casual transatlantic conversations regarding problems of our mutual interest; and this will all be done live and not on film. Television is an intimate medium, and a powerful instrument for good or for evil. Both the camera and the microphone are completely neutral. Their effectiveness depends entirely upon those individuals who control and command them. The editorial problems are of more considerable magnitude than those presented by print or by radio. We are at least aware of our responsibilities, and fully conscious how often we fail to discharge them adequately. However, encouragement and recognition such as you have given us today serves to fortify our determination to keep on trying.

Note:
(Accepted over phone -
speech piped into their
auditorium)
Done).

May 14, 1954

Man of Distinction Award to Edward R. Murrow

Chicago Council on Foreign Relations

Citation

"For the consistent excellence of his television program SEE IT NOW and his radio news broadcast and for the specific excellence of this broadcast on Berlin, the Chicago Council on Foreign Relations pays tribute to E.R.M. of the Columbia Broadcasting System for the outstanding contribution of 1953 to the improvement of humankind through world understanding."

MAY 11, 1954

CARTER DAVIDSON
COUNCIL ON FOREIGN RELATIONS
116 South Michigan Avenue
CHICAGO, ILLINOIS

HAPPY TO MAKE MYSELF AVAILABLE HERE AT 2:15 FRIDAY FOR

CALL FROM MR. BROSBY. REGARDS

ED MURROW
1-43-7

Milton Brosby.

50 words acceptance

RECEIVED
1954 MAY -4 PM 12:38
C.B.S. TRAFFIC DEPT. N.Y.

Okay

WU011 DL PD

CHICAGO ILL MAY 3 /// 4 907AMC

EDWARD MURROW,COLUMBIA BROADCASTING CBS

SINCE YOU UNABLE APPEAR HERE PERSONALLY MAY FOURTEEN ACCEPT MAN OF DISTINCTION AWARD WE PRESENTING YOU APPRECIATE BEING ABLE CONTACT YOU TELEPHONE ABOUT TWO FIFTEEN YOUR TIME THAT DATE TO HAVE YOUR ACCEPTANCE PIPED INTO AUDITORIUM. PLEASE WIRE CONFIRMATION YOUR AVAILABILITY TO PHONE AND WILL WRITE DETAILS. THANKS

CARTER DAVIDSON CHICAGO COUNCIL OF FOREIGN RELATIONS

1131A..

WU 042 PD

CHICAGO ILL APR 15 443PMC

RECEIVED
1954 APR 15 PM 6:49
C.B.S. TRAFFIC DEPT. N.Y.

FRED FRIENDLY

COLUMBIA BROADCASTING

THANKS MUCHLY YOUR WARM WIRE AND BE ASSURED OUR UNDERSTANDING YOUR POSITION STOP URGE YOU INCIDENTALLY UNRETREAT THAT POSITION IN WHICH YOU HAVE OUR WHOLEHEARTED SUPPORT STOP THANKS OFFER RECRUIT OTHER SPEAKER BUT WE REDRAFTING ENTIRE PLAN

CARTER DIXXX CARTER DAVIDSON

635P

APRIL 14, 1954

MR CARTER DAVIDSON
CHICAGO COUNCIL ON FOREIGN RELATIONS
116 SOUTH MICHIGAN AVENUE
CHICAGO ILLINOIS

HAVE BEEN DELAYING DEFINTE REPLY TO YOUR GRACIOUS INVITATION TO MURROW AND OR ME WITH THE HOPE THAT SOMEHOW WE COULD WORK IT OUT BUT THE TACTICAL SITUATION HERE CONTINUES SO URGENT THAT THERE IS A GROWING CONCERN AMONG OUR SUPERIORS AGAINST SPREADING OURSELVES TOO THIN STOP MURROW IS EXHAUSTED FROM FIVE RADIO SHOWS AND TWO TELEVISION SHOWS A WEEK AND FRIENDLY IS TERRIBLY OVERWORKED STOP THESE FACTS PLUS THE FACT THAT THERE IS NO WAY OF KNOWING WHAT ~~N~~ THE SITUATION WILL BE BY MAY MAKES IT IMPOSSIBLE FOR EITHER OF US TO MAKE COMMITMENTS WHICH WILL TAKE US OUT OF NEW YORK STOP WE HAVE BOTH DISCUSSED THIS ~~NE~~ AT GREAT LENGTH AND YOUR IS THE ONLY date OUT OF MANY TO WHICH WE HAVE GIVEN MUCH SERIOUS THOUGHT STOP HOPE YOU UNDERSTAND OUR POSITION AND HOW MUCH BOTH OF US WOULD LIKE TO BE WITH YOU STOP IF YOU ARE IN DIRE NEED FOR A SPEAKER WE WOULD BE GLAD TO DO OUR BEST TO GET LARRY LESUEUR OR CHARLES COLLINGWOOD OR SOME OTHER COMMENTATOR TO SPEAK TO YOUR ORGANIZATION STOP PLEASE LET ME KNOW WHAT WE CAN DO AND PLEASE UNDERSTAND OUR POSITION

WARMEST REGARDS

FRED FRIENDLY

SEE IT NOW
202-550-43-06

RECEIVED
1954 APR -7 PM 5.53
C.B.S. TRAFFIC DEPT. N.Y.

WU094 PD

CHICAGO ILL APR 7 400PMC

FRED W FRIENDLY,COLUMBIA BROADCASTING

CBS

APPRECIATE EARLIEST CONFIRMATION SPEECH BY YOU ED OR BOTH FOR CHICAGOCOUNCIL ON FOREIGN RELATIONS IN MAY AS DISCUSSED BY FONE AND LETTER. THANKS. LAST NIGHTS SHOW WAS VICTORY FOR YOUR SIDE

CARTER DAVIDSON CHICAGO COUNTILXXXCOUNCIL FOREIGN RELATIONS

553P..

a non-partisan, non-profit organization founded in 1922, to provide public understanding of the United States' role in world affairs

THE CHICAGO COUNCIL ON FOREIGN RELATIONS

116 SOUTH MICHIGAN AVENUE
CHICAGO 3, ILLINOIS
RAndolph 6-3860

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March 24, 1954

Mr. Fred Friendly
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Fred,

Regarding our conversation by telephone yesterday, it was most heartening to have your promise that you, Ed Murrow or both will be with us for a luncheon meeting in early May.

Our calendar is open for the entire week, May 3 through 7, and any day you pick will suit us. We have found our most successful meeting dates are Tuesdays or Fridays.

As I mentioned on the telephone, I think you would find this a battleground well-suited for the war in which you are now engaged.

I look forward to hearing from you soon, so that we can proceed with definite arrangements.

Sincerely;

Carter

Carter L. Davidson
Executive Director

CLD/cc

John Dewey Award
Awards

July 30, 1954

Dear Mrs. Levien:

Thank you for your letter of June 16 informing me that I have been selected to receive the JOHN DEWEY AWARD at your Spring Conference in March.

I appreciate very much the honor you propose to confer upon me, and sincerely regret that I am unable to accept.

Unfortunately for me, I am faced with the alternative of making speeches and appearing at public functions or preparing two half-hours of television and five 15-minute radio broadcasts each week, and there really is no alternative.

Sincerely yours,

Mrs. Rosalind H. Levien, Chairman
The New York Teachers Guild
2 East 23rd Street
New York 10, New York

fc

The New York TEACHERS GUILD

LOCAL NO. 2 · AMERICAN FEDERATION OF TEACHERS

2 East 23rd Street
New York 10, N. Y.
GRamercy 7-6282

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Organizer

June 16, 1954

R. C. No.

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City

63, 20

Dear Mr. Murrow:

The New York Teachers Guild, Local No. 2 of the American Federation of Teachers, is going to hold its next Spring Conference on March 5, 1955. On these occasions it is customary for the Guild to present the JOHN DEWEY AWARD to that person of the year, who has made an outstanding contribution in the field of education.

At our last Spring Conference Senator Lehman was the recipient of this much-coveted award. All who were present will never forget that memorable event. Everyone in the large audience, including even busy Mayor Wagner, remained till the very end as no one could bear to tear himself away from the stirring address delivered by Senator Lehman.

Saturday

At its next Spring Conference on March 5, 1955, the Guild would like the privilege of honoring you with the JOHN DEWEY AWARD, in recognition of the notable contributions you have made this year through your activities that have highlighted the evils that menace the fundamental human values we place such store by in this country--to mention just a few, your televised program exposing McCarthy's tactics, and your more recently televised presentation of the California and Maine primary contests.

Your acceptance of the JOHN DEWEY AWARD and your attendance at the Luncheon on March 5, 1955, will present you with an unusual opportunity to guide and inspire the teachers of New York City in the important work of teaching our young people to think clearly and to act intelligently as citizens in a democracy if our freedoms are to be preserved. There are few who are as well-qualified as you to do this.

May we have the pleasure of honoring you on March 5, 1955?

Sincerely yours,

(Mrs.) Rosalind H. Levien

Rosalind H. Levien, Chairman
Guild Spring Conference Committee

RHL:TBM

Affiliated with American Federation of Labor, New York State Federation of Labor, Central Trades and Labor Council, Empire State Federation of Teachers Unions, Women's Trade Union League

Emmy Award

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL=Day Letter

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LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

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OB067 LD028

L. LLW074 NL PD=TDL BEVERLY HILLS CALIF 1954 FEB 12 AM 5 23

EDWARD R MURROW=COLUMBIA BROADCASTING SYSTEM

485 MADISON NYK=

SPEAKING FOR ALL THE CBS STAFF IN HOLLYWOOD IT IS MY PRIVILEGE AND PLEASURE TO TELL YOU THAT THE ACADEMY OF TELEVISION ARTS AND SCIENCES HONORED YOU TONIGHT WITH THE FOLLOWING TWO AWARDS. "SEE IT NOW FOR THE BEST NEWS OR SPORTS PROGRAM OF 1953" AND " EDWARD R MURROW THE MOST OUTSTANDING PERSONALITY OF 1953". AM SHIPPING YOUR EMMYS TOMORROW BEST=

CHARLES L GLETT=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

by WESTERN UNION

C64CC 4L NL PD

D&A FEB 12 AM 5 13

TDL HOLLYWOOD CALIF FEB 11 1954

EDWARD R MURROW

CBS STUDIOS NYK

CONGRATULATIONS ON WINNING TWO EMMY AWARDS FOR THE MOST OUSTANDING PERSONALITY AND BEST PROGRAM OF NEWS AND SPORTS ON TV. WE ARE RUNNING A SECTION OF THE TV WINNERS IN DAILY VARIETY THANKING THE ACADEMY OF TELEVISION ARTS AND SCIENCES ON MONDAY THE PAGE RATE IS $200 PLEASE WIRE ME COPY COLLECT IF WE MAY INCLUDE YOU

HERB SPENCER DAILY VARIETY

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SYA247 LA031 1954 JAN 23 AM 5 40

L.LLS008-026 NL PD=TDL HOLLYWOOD CALIF 22=

EDWARD R MURROW=

CBS 485 MADISON AVE NYK=

SEE IT NOW HAS BEEN NOMINATED FOR AN ACADEMY OF TV ARTS AND SCIENCES AWARD. PRESENTATIONS HELD IN HOLLYWOOD THURSDAY EVENING FEBRUARY 11TH=

GUY V THAYER JR ACADEMY OF TV ARTS AND SCIENCES=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

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(01) 1954 JAN 23 AM 9 12

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The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA010 NL PD=LOS ANGELES CALIF JAN 22=

EDWARD R MURROW, CBS CARE NETWORK OPERATIONS
21ST FLOOR=DELIVER 485 MADISON AVE=

YOU HAVE BEEN NOMINATED FOR AN ACADEMY OF TV ARTS AND SCIENCES AWARD. PRESENTATIONS HELD IN HOLLYWOOD THURSDAY EVENING FEBRUARY 11TH=

GUY THAYER JR ACADEMY OF TV ARTS AND SCIENCES=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

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1 OB802 LB001

L•LLB475 NL PD=TDL HOLLYWOOD CALIF 22= 1954 JAN 23 AM 3 58

EDWARD R MURROW=

CBS 485 MADISON AVE NYK=

PERSON TO PERSON HAS BEEN NOMINATED FOR TWO ACADEMY OF TV ARTS AND SCIENCES AWARDS PRESENTATIONS HELD IN HOLLYWOOD THURSDAY EVENING, FEBRUARY 11TH=

=GUY V THAYER JR ACADEMY OF TV ARTS AND SCIENCES=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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LA FEBRUARY 12,1954

ED MURROW, FRIENDLY

CBS NY

PAPERS AT DEPOT THIS MORNING EMBLAZON MURROW-FRIENDLY VICTORIES AT TV ACADEMY DINNER LAST NIGHT. SORRY I WASN,T ON HAND TO BASK IN REFLECTED GLORY BUT CHARLIE GLETT DID WELL BY YOU. NATURALLY NAVAJOS COME FIRST BUT SOMEWHAT DISAPPOINTED SINCE THIS WAS MY CHANCE TO WIN SECOND LEG ON ZSA ZSA. CONGRATULATIONS. REGARDS,

JACK BECK

Academy of Television Arts and Sciences

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May 28, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

In reference to my letter to you dated February 15, 1954, your generous gift of $50.00 to the Academy fund has been accepted with deep appreciation.

Your check has been deposited in the ATAS account.

Again thank you and best regards.

Most sincerely,

Don DeFore

Don DeFore
President

SUITE 304 • 6525 SUNSET BOULEVARD • HOLLYWOOD 28, CALIFORNIA • HOllywood 3-8942 • HOllywood 3-1161

Awards
Emmy

January 27, 1954.

Dear Mr. Koplan:

Thank you for your letter of January 22nd and the suggestion contained therein. However, I am a reporter, and as such never have felt that it is fitting to take advertising space to boast of my own achievements or awards.

Although I must decline to take an advertisement in the ATAS Program Book, I shall be glad to make a contribution to the funds. My check for $50.00 is enclosed.

Sincerely yours,

Mr. Harry Koplan
ATAS Ad Book Chairman
Academy of Television Arts and Sciences
6525 Sunset Boulevard
Hollywood 28, California.

Academy of Television Arts and Sciences

"A non-profit corporation dedicated to the advancement of television"

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SIDNEY SOLOW

MAURICE LEVY	Legal Counsel

January 22, 1954

Mr. Edward R. Murrow
CBS-TV
485 Madison Ave.
New York 22, N. Y.

Dear Mr. Murrow:

By the time this letter reaches you, you will have been advised that you have been nominated for a 1953 Emmy Award by the Academy of TV Arts and Sciences. As a member of the ATAS I have been assigned the duty of selling ads in the Program Book presented to over 1200 dinner guests at the Emmy Awards Banquet being held on February 11th, at the Hollywood Palladium.

Due to your nomination, I thought you would be interested in purchasing an Ad in the Program Book. The money is used for the actual running of the Academy. For a full page $100.00, $70.00 half page, and $45.00 a quarter.

Thank you for this consideration. Program books are also mailed to 485 TV Editors on Newspapers across the U.S. and a copy sent to every TV Station in the U.S. I hope you can join the others and will write or call the ATAS office, c/o Hollywood Athletic Club, 6525 Sunset Blvd., Hollywood, California. The book goes to press on January 31st, so you can see our time is limited.

Sincerely,

Harry Koplan

Harry Koplan
ATAS Ad Book Chairman
Charles Ruggles, Pres.

Suite 304 • Hollywood Athletic Club Building • 6525 Sunset Blvd., Hollywood 28, California • HEmpstead 8942

English Speaking Union
Awards
June 4, 1954

June 29, 1954

Dear Jack:

Thank you for your letter of June 16. I am deeply honored and gratified to have been selected to receive an English-Speaking Union BETTER UNDERSTANDING AWARD.

I wish I could agree to your suggestion that the presentation be made on one of my programs, and I am sorry to have to say that I cannot do it. I have an old, long-standing policy of not accepting awards on the air, and I hope you will understand that if I were to break the rule in this case, it would open the door to so many other awards which are much less meaningful.

As ever yours,

Brigadier J. W. F. Treadwell
The English-Speaking Union
19 East 54th Street
New York 22, New York

dm

MURRAY HILL 8-9300

The English-Speaking Union

OF THE UNITED STATES

To draw together in the bond of comradeship the English-speaking peoples of the world

National Headquarters • 19 East 54th Street • New York 22, N. Y.

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June 16, 1954

Edward R. Murrow, Esq.
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

I have just returned to this office after a short visit to England. I am delighted to hear that you have agreed to accept an English-Speaking Union BETTER UNDERSTANDING AWARD. There is certainly no one more deserving of this distinction than yourself.

I wonder whether you would be willing to have the actual award, which takes the form of an engraved silver cigarette box, made on one of your radio programs. I am pretty sure that arrangements could be made for either Lew Douglas, our Chairman, or Bill Griffin, the President of the English-Speaking Union, to make the presentation. Perhaps you will let me know if you will agree to this. We are most anxious that the American public should realize that these awards exist and that the English-Speaking Union makes them only to those who have made an outstanding contribution to what we believe to be a vitally important cause.

Yours ever,

Jack.

Brigadier J.W.F. Treadwell

jc

J.W.F. Treadwell

WESTPORT 39

BESSBORO FARM
WESTPORT
ESSEX COUNTY
NEW YORK

July 8th '54

Dear Ed,

Many thanks for your letter of June 29th which has just reached me here.

Of course, I entirely understand and sympathise with your reasons for not wishing to receive the Better Understanding Award on one of your radio programmes.

Susan, the children and I are

enjoying a spell at the farm. I wish you and Janet could find time to visit us.

Yours ever

Jack.

Awards

(Presentation pending.)

June 21, 1954

Dear Mr. Hawthorne:

Thank you for your gracious communication of June 4.

I am indeed pleased and honored to learn that I have been selected to receive a BETTER UNDERSTANDING AWARD and shall await the further information from Brigadier Treadwell.

Sincerely yours,

Mr. Roger Hawthorne
The English-Speaking Union
19 East 54th Street
New York 22, New York

dm

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June 4, 1954

T. Franks

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow,

On behalf of our President, Mr. William V. Griffin, who is abroad, I am glad to advise you that our National Board of Directors has voted unanimously to present to you an English-Speaking Union BETTER UNDERSTANDING AWARD in recognition of your outstanding contribution in 1953 to the improvement of British-American relations. The award this year is a solid silver cigarette box, suitably engraved.

Arrangements for the actual presentation will be discussed with you later by Brigadier Treadwell.

We are grateful for your interest in British-American affairs and your continuing effort to strengthen the bonds of friendship between British and American people.

Cordially yours,

Roger Hawthorne

Roger Hawthorne

Sponsoring the King George VI Memorial Fund for Fellowships.

Federation of Jewish Philanthropies
January 14, 1953
Awards

You are cordially invited to attend the

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to

Most Rev. Fulton J. Sheen

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Deborah Kerr

Edward R. Murrow

The Eternal Light

Award Recipient — Dr. Moshe Davis

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of

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Thursday, January 14, 1954

at 12:30 P. M.

Hotel Astor

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The Federation of Jewish Philanthropies Amusement Division is happy to hold this luncheon in honor of some of the great performers of our time — men and women who have brought the magic of their personalities to countless thousands and made this a better and a happier world during the year, 1953.

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W. P. MARSHALL, PRESIDENT

1220

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NL=Night Letter

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1953 DEC 11 PM 10 45

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MR EDWARD R MURROW, COLUMBIA BROADCASTING SYSTEM=

485 MADISON AVE DO NOT PHONE NYK=

THE AWARDS COMMITTEE OF THE AMUSEMENT DIVISION OF THE FEDERATION OF JEWISH PHILANTHROPIES OF NEW YORK HAS SELECTED YOU AS THE RECIPIENT OF A SPECIAL AWARD FOR YOUR SPLENDID ACHIEVEMENT IN RADIO AND TV DURING 1953 STOP A LUNCHEON OF THE AMUSEMENT INDUSTRY IS BEING HELD ON THURSDAY, JANUARY 14, AT THE HOTEL ASTOR AT 12:30 P.M. STOP COMMITTEE IS MOST ANXIOUS THAT YOU ATTEND AS AN HONOR GUEST FOR THE PRESENTATION STOP WE WOULD DEEPLY APPRECIATE YOUR ACCEPTANCE TO HARRY BRANDT, 1555 BROADWAY, N.Y.C. (JU 6-5555) SO THAT WE MAY PROCEED WITH THE NECESSARY ARRANGEMENTS STOP=

LEONARD LYONS, LUNCHEON CHAIRMAN - BARNEY BALABAN, MOTION PICTURE CHAIRMAN TED COTT, RADIO & TELEVISION CHAIRMAN - OSCAR HAMMERSTEIN II, LEGITIMATE THEATRE CHAIRMAN - MITCHELL MILLER, RECORDING CHAIRMAN - HARRY BRANDT, OVER-ALL AMUSEMENTS CHAIRMAN=..

Mr Lawman will pick you up - Chuck Day before

Mr. Sunshine Cu 6-6460

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

MR. ED MURROW

awards

Press Information
485 Madison Ave., New York 22, N.Y.

July 9, 1954

RELEASE MONDAY, JULY 12

FREEDOM AWARD TO EDWARD R. MURROW

Selection of Edward R. Murrow as winner of the Freedom Award, presented annually by Freedom House, was announced today by the organization's Board of Directors.

"The judgement of the Board members," the Freedom House announcement said, "was based on their evaluation of Mr. Murrow's contributions in his television and radio activities, particularly the 'See It Now' series addressed to the basic problems of freedom."

Lewis W. Douglas, former U. S. Ambassador to Great Britain, will present a bronze plaque, symbol of the award, at the 13th anniversary dinner of Freedom House, in the grand ballroom of the Waldorf-Astoria, on Sunday, Oct. 3.

The plaque, designed by Leslie Nobbs, will be inscribed: "Free men were heartened by his courage in exposing those who would divide us by exploiting our fears."

Freedom House is a national organization with a center in New York, devoted to the goals of a free society.

Previous Freedom Award winners include Sumner Welles, President Eisenhower, Bernard M. Baruch, Gen. George C. Marshall, the late Sen.

(More)

Arthur H. Vandenberg, Gen. Lucius D. Clay, Dean Acheson, Paul G. Hoffman, Dr. James B. Conant and Gen. Matthew B. Ridgway.

Murrow's CBS Television programs, currently on a summer hiatus, are "See It Now" and "Person to Person." He is vacationing also from his daily news programs and "This I Believe" on CBS Radio.

* * *

FROM: Freedom House
20 West 40 Street
New York 18, N. Y.
George Field, Executive Secretary

FOR RELEASE MONDAY, JULY 12, 1954

New York, July 12...The Board of Directors of Freedom House, by unanimous decision, named Edward R. Murrow the winner of the organization's annual Freedom Award, it was announced today by Whitney North Seymour, board chairman and Dr. Harry D. Gideonse, president.

Lewis W. Douglas, former United States Ambassador to Great Britain, will make the presentation of a bronze plaque, symbol of the award, at the Freedom House thirteenth anniversary dinner in the grand ballroom of the Hotel Waldorf-Astoria Sunday evening, October 3rd. Herbert Bayard Swope will preside.

The Freedom House officers also announced that a bronze tablet commemorating the historic Supreme Court decision on segregation in the public schools will be dedicated on this occasion. Dr. Ralph J. Bunche, director of the U.N. Trusteeship Department, will be the spokesman for the group at the unveiling ceremony. This tablet, bearing a quotation from the Supreme Court decision, will later be permanently erected in the lobby of the Willkie Memorial Building, 20 West 40 Street.

Leslie Nobbs has been commissioned to design the bronze plaque for presentation to Mr. Murrow, which will

(More)

FROM: Freedom House

bear the following inscription:

FREE MEN WERE HEARTENED
BY HIS COURAGE IN EXPOSING
THOSE WHO WOULD DIVIDE US
BY EXPLOITING OUR FEARS

It was disclosed that the judgment of the board members was based on their evaluation of Mr. Murrow's contributions in his radio and television activities, particularly the SEE IT NOW series addressed to the basic problems of freedom.

Freedom House is a national organization with a center in New York, devoted to the goals of a free society. Since 1943, when the first of these annual awards was presented, the following recipients were honored: Walter Lippmann, Sumner Welles, General Dwight D. Eisenhower, Bernard M. Baruch, General George C. Marshall, the late Senator Arthur H. Vandenberg, David E. Lilienthal, General Lucius D. Clay, former Secretary of State Dean Acheson, Paul G. Hoffman, Dr. James B. Conant, General Matthew B. Ridgeway, and last year a plaque was presented to Dag Hammarskjold on behalf of the United Nations Soldiers in Korea.

EDWARD R. MURROW WITH THE NEWS
CHARLES COLLINGWOOD REPORTING

JULY 12, 1954
7:45 - 8:00 PM EST

The Board of Governors of Freedom House announced today that their annual Freedom Award will go this year to Edward R. Murrow, who customarily presides over this microphone. It would be impossible to imagine him drawing attention to this honor himself, but since he is on vacation and, I trust, safely out of earshot, for I would not want to embarrass him, it might not be amiss to say a word or two about this award.

This kind of recognition for an Ed Murrow elevates the whole profession of news and news analysis on radio and television. For when he is honored for the kind of thoughtful, factual, and above all courageous broadcasting that has become his trademark it makes it that much easier for all other broadcasters to do their work according to the standards in which they believe.

The citation that will appear on his Freedom Award reads: "Free men were heartened by his courage in exposing those who would divide us by exploiting our fears." I think I know what the Governors of Freedom House had in mind. I'm sure you do, too. But the position Ed Murrow took on Senator McCarthy was not an isolated act. It sprang from a consistent and deeply felt philosophy which he has followed all his life. That, I suspect, is what the Governors of Freedom House were really honoring.

Because Ed Murrow's performance has been awfully good from the days of Munich, through the London Blitz, the war, and the tribulations and the triumphs that followed. It has been awfully good. It has angered some people, embarrassed others and fortified a good many. Murrow's broadcasting has always been marked by honesty, humanity, and a scrupulous regard for facts. C.P. Scott, the late great editor of the Manchester Guardian once counselled his staff: "Comment is free, but facts are sacred. Comment also is justly subject to a self-imposed restraint. It is well, to be frank, he said; it is even better to be fair."

It would be my guess that that pretty well represents Ed Murrow's philosophy. And by hewing to it he has raised the whole tone of the new kind of journalism which came in with radio and television. If the kind of news you get in this medium is accurate, and the comment both provocative and fair, much credit must go to Ed Murrow's example. And since accurate information and intelligent conclusions from it are essential to freedom, Ed Murrow is a good choice for the Freedom Award.

This is Charles Collingwood. I'll be back in a moment with a footnote to the days news - but first, Bob Dixon.

BOB DIXON: COMMERCIAL

COLLINGWOOD: In this atomic age, the wars that are being fought in Asia sometimes seem anachronistic; but as we have learned to our cost, they are no less important for that. Here is a communique from Burma where the Government announces that in a battle near Pakokku, 200 miles north of Rangoon, 22 Communist rebels were killed. And the communique adds, one elephant was captured.

This is Charles Collingwood - See you tomorrow.

June 28, 1954

MURROW RECEIVED THE ANNUAL FREEDOM HOUSE AWARD WITH THE CITATION: "FREE MEN WERE HEARTENED BY HIS COURAGE IN EXPOSING THOSE WHO WOULD DIVIDE US BY EXPLOITING OUR FEARS."

Appropriate response to this generous and gracious citation would appear to require the eloquence of the ancients on some aspect of freedom. But there is little new to be said; the words have been better said by others; the challenge we face today has been faced before. Freedom is not to be bought in the bargain basement — nor for a lump sum — it must be paid for and argued about by each succeeding generation. Weapons may change, maps may be altered, alliances falter; but freedom remains the continuing concern of men and women who are conscious of their heritage and who would remain free. Freedom may be hammered to death on the anvil of war; or it may be nibbled away, or wither from neglect; or come to be regarded as a luxury we can't

→

afford. With your permission I shall talk briefly about how much freedom we can afford, in the context of the fearsome frightened time in which we live.

One of the pitfalls into which freedom can fall is in our thinking that any national or world emergency justifies putting curb on freedom. We all recognize that in war time, when national survival is at stake, it could be dangerous to take chances with extreme activities in the opposition. We do not know how great a peril the dissenters may prove to be. They could weaken the war effort, they might by themselves destroy security. It would take time to give them the benefit of the doubt, or search their motives in lengthy legal procedures. Time is short in a war, and it is the general feeling that it is better to suspend some individual rights for a while than to endanger the whole community. But it is

generally understood that this can only be tolerated while survival is at stake. When the emergency is over, a democracy expects to return to its normal practices and to the full protection of minorities and individuals. That is, when danger is sufficiently acute, when victory means survival - a democracy can decide not to be completely democratic, but does so in the assurance that when the emergency ends it will promptly return to its true character.

It doesn't always turn out that way. After the First World War the drive for conformity persisted in this country and some time was needed for the advocates of democracy to take over from impatient and headstrong enemies of dissent. There was an ugly time when individual rights were being cut down <u>without</u> national survival serving as a justification.

The test of the validity of reducing freedom in a democracy is not simply danger, it is the immediacy of the danger. It takes time to practice democracy, and in an acute danger there just may not be time for slow democratic ways. So the question we need to answer today is whether the danger we now face is so near that we no longer have time to be democratic. During the hot war we felt we did not have it. Do we have it in a cold war?

You will recognize that all the curbs on freedom advocated or imposed today are justified or excused on the ground that we are in a cold war, and that our survival is just as much at stake as in a hot war. That may well be so. But it isn't so that we have no time in the cold war. We have plenty of it. The cold war isn't being decided soon, it may not be for a lifetime.

Just let your mind run over the recent instances when individual freedom has been curtailed or overridden and ~~overriden, and~~

ask yourselves whether there has not been plenty of time to enforce the laws in normal democratic ways, without in any way threatening national survival. There has been no pressing need for self-appointed crusaders to replace the courts and to prosecute and condemn dissenters in committees, or in the newspapers, or on television, or radio. Many individuals have been cruelly punished. I am thinking of those who have not been placed behind prison bars after a trial, but of those who have been stigmatized as though branded for life with a hot iron. More than a few have been rendered permanently unemployable and have been relegated to a condition of social inferiority like India's untouchables. I am not saying that none of these was guilty. How should I know? I only say it was not democratic to punish them without a fair trial.

In a hot war it may be unsafe to try to maintain the military effort and all the democratic principles at the

same time. In a cold war it not only is safe, it seems to me imperative to do so. For one of the elements of our power in the cold war is our democracy and the sincerity with which we live it. For our democracy is the chief remaining guarantee of the safety of freedom anywhere. I say it actually endangers our national security and reduces our chances of survival as a democracy if we throw this asset away or impair it.

If an atmosphere is created in which dissent and independent individual thinking are penalized, the tendency of the citizen will be to avoid trouble. He can be safe on his job, enjoy the approval of his neighbors and be immune from misinterpretation and persecution simply by saying nothing. And if enough citizens say nothing the result is nation-wide conformity. That may be pleasing to those who don't understand democracy or value it, but nation-wide conformity means a static society, one that

has lost the initiative to change itself. The only way such a static society changes is by the examples set or by the pronouncements made by those who have become the self-appointed fear-breeding arbiters of what is right and what is wrong.

If we become a static society we lose one of the basic functions of democracy, the freedom to change. It is a truism that democracy is a means of dealing with the human imperfections of society. It recognizes that no form of government is perfect, no administration can be faultless, no legal system beyond improvement, no economic order as good as it might be. Where there is imperfection there must be change. And to produce change, unless it is imposed by tyranny, there must be difference of opinion, there must be opposition, there must be pioneer thinking, there must be freedom to criticize, there must be the unremitting conflict and testing of ideas. This

undoubtedly involves a great deal of confusion. But the liveliness of a democracy can be measured by the activity of the minds of its citizens. Security and serenity in a democracy are not at all the same thing. They may even be opposites. Those who think that since we are in a cold war we are committed to conformity may not realize that they are asking to make democracy dormant, and that a dormant democracy is really on the way to becoming a tyranny. If our democracy is kept dormant for as long as the cold war continues, the end will be a world in which two tyrannies confront each other. The test of military power between them may not have been risked, but the ideological struggle will be over, the free world will have ceased to be free.

So one of our troubles is knowing how to appraise and measure the emergency. I yield to no one in my desire to root out subversion. But I insist on a broad definition

for subversion. I call subversion anything that subverts our political order, whether it be giving active aid to an enemy or curtailing the freedom of the democracy to deal with its own imperfections. We must know that democracy cannot be kept alive by putting it to sleep. We have to be just as much engrossed with promoting its vigor and liveliness as its military security. One freedom that does not make sense, even in a cold war, is the freedom to reduce freedom. And I am not thinking of the inherent necessity for restraints if freedom is to thrive. Obviously, freedom that is not responsible is mere wilfulness, and it is not what I am talking about. But when freedom takes it upon itself to reduce itself permanently, or for as long as a cold war lasts, it is in the initial stages of self-destruction.

There is a false formula for personal security being peddled in our market place. It is this, although not

so labelled: Don't join anything; don't associate; don't write; don't take a chance on being wrong; don't espouse unpopular causes; button your lip and drift with the tide; seek the ease and luxury of complete equanimity by refusing to make up your minds about issues that wiser heads will one day decide. This product if it be bought by enough people leads to paralysis.

We must, I think, for our very lives remember that freedom will reside and flourish here in this generous and capacious land, or it will survive nowhere on this minor planet. Our strength in this continuing conflict with the forces of evil, lies not alone in bombs and planes and physical courage. We must have stable ground upon which to stand and fight, if fight we must. Nations have been known to destroy their freedom while preparing to defend it. We are the head of a grand alliance of freedom-loving people. They have joined with us because they believe

it to be in their own self-interest, and because we are strong. But there is another reason for their joining their fate with ours. We are free, and whatever we do to limit or foreshorten that freedom will reduce by that much our reservoir of good will abroad. There is no such thing as a voice of America. That voice is made up of senators, and admirals, and clergymen, the Supreme Court, the price of wheat on the big board in Chicago, trade policies, race relations. There is no longer such a thing as a purely domestic news story; each is part of the voice of this country abroad. And if that collective voice tells the story of reduced freedom, of a tyranny of silence, of a fear of change, then within measurable time we shall find ourselves a great powerful continental island off the coast of Kamchatka, with the rest of the world either united against us or indifferent to our fate. Our example, our demonstration of freedom in action may be more powerful

than our dollars, more persuasive than the threat of our bombs. We must continue to provide ourselves and our allies with that most dangerous and explosive force known to mankind - knowledge. And no man and no group may be permitted to chart in advance the course or the books to be followed in pursuit of that knowledge.

We live in a time of fear and prejudice, and freedom is hard-pressed both at home and abroad. But freedom will survive and flourish unless it be destroyed by the consent of the free.

I say consent, for acquiescence or silence is a form of consent. I believe there has been more acquiescence than is healthy, because too many people have mistakenly thought it was necessary to be undemocratic to deal with the emergency. They have thought there wasn't time to be both safe and free. No more fateful mistake can be made. For in the cold war there is no safety whatever

unless we remain free. Democracy is our one chance of survival. For if we emerge from the long crisis undevastated by total war but no longer free, we have but chosen the cheapest and least heroic way to give tyranny the victory.

—o—

~~Trade~~
Awards.

October 13, 1954

Dear George:

Very many thanks for your nice note. I was indeed happy to be there on Sunday night.

By all means publish my acceptance speech in the Freedom House pamphlet if you feel you would really like to.

I am happy to tell you that the young lady from CBS-TV faithfully delivered the plaque to me and it now occupies the place of honor in my library.

Best regards,

Sincerely,

Mr. George Field
Freedom House
20 West 40 Street
New York 18, New York

fc

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October 4, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

You were there, so you know what went right and what went wrong. Of one thing I'm sure ... not one of the addresses delivered in acceptance of the Freedom Award was as pertinent and enduring as yours of last night!

With your permission, I want to have it published in a Freedom House pamphlet for all our members and many others who will undoubtedly be interested.

A young lady from CBS-TV took your plaque away with her for the 11:00 PM newscast; hope it's now safely in your hands.

Many thanks.

Yours,

George

GF:JM

George Field

September 22, 1954

Dear Mr. Field:

I hasten to assure you that I have no objection to any arrangement you have made or may make for the broadcasting or televising of the anniversary program on October 3rd. I did express a purely private feeling that public occasions of this sort do not provide altogether fascinating material for television or radio, but that was merely a personal prejudice. After all, Freedom House is arranging the anniversary program and proposes in the course of it to due me a considerable honor. I do not feel as an employee and director of CBS that I can appropriately urge them to televise the event, but at the same time I will be quite content with any arrangements you may arrive at in this matter.

Sincerely yours,

Mr. George Field
Executive Secretary
Freedom House
20 West 40 Street
New York 18, New York

cc: Mr. Crothers

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Robert M. Weitman
Sumner Welles
Walter White
Roy Wilkins

September 22, 1954

Mr. Edward R. Murrow
C B S
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Yesterday I learned for the first time that our anniversary program was not to be televised by CBS. I had reason to believe that the arrangements were completed some time ago as you will gather from the copies of correspondence enclosed, as well as my telephone conversations with Mr. Crothers.

It is obviously too late for me to apply to a competing network for radio or TV time, but this is the first occasion in all the years that we may not have adequate coverage of what we consider to be an important occasion.

On the basis of my earlier understanding, we notified our members throughout the country to watch for the program and I informed Lewis Douglas to prepare a ten minute presentation speech in view of the time requirements of the telecast. All this, of course, is a little embarrassing.

In talking with Harry Gideonse this morning, he gave me the good news that you had selected a difficult but important theme, "The Limits of Freedom", and that you would speak for ten to 12 minutes. It is, therefore, difficult for

me to understand a message that you were reluctant to have your speech televised or broadcast.

I hope that the decision can be reversed. In any event, consideration should be given to the balance of our evening's program which includes an excellent reading on the theme of freedom by Miss Shirley Booth, songs by Miss Dorothy Maynor and brief addresses by Whitney North Seymour, former president of the New York Bar Association, and Dr. Ralph Bunche, who will dedicate a tablet commemorating the Supreme Court decision on segregation in the public schools.

I believe that all or any part of the forthcoming program is on a par, if not superior to what we have done in the past and the public interest in this event will be considerable. I, therefore, urge reconsideration. Please!

Sincerely yours,

George Field

George Field
Executive Secretary

GF:ws

P.S. Every anniversary program of Freedom House has been televised or broadcast by a national network, and in several instances by more than one. CBS has shown marked interest in these programs in the past and has carried most of them.

C O P Y

August 6, 1954

Dear Mr. Field:

To supplement our phone conversation about the Freedom Awards Dinner on October 3rd, our technical staff must have a full hour between the conclusion of a half-hour TVR session and the time that the program can be put on the air by "hot TVR". Back-timing from the first available period in CBS Television's schedule on Sunday night, which is 11:15 p.m., the conclusion is that that portion of your program which we film for presentation would have to begin not later than 9:45 p.m., and end not later than 10:15 p.m. Any half hour period later would make our coverage impossible; and, of course, any period earlier would be that much safer.

It it is possible for you to plan an appropriate segment of your ceremonies for the half hour between 9:45 p.m. and 10:15 p.m., or earlier, we should be much interested in carrying it on the network at 11:15 p.m.

Sincerely yours,

/s/ George Crothers

Mr. George Field
Executive Secretary
Freedom House
20 West 40th Street
New York 18, New York

GC/sh

C O P Y

August 9, 1954

Mr. George D. Crothers, Manager
Public Affairs Broadcasts
CBS Television
485 Madison Avenue
New York 22, New York

Dear Mr. Crothers:

Thank you for your letter of August 6th.

In order to meet your minimum requirement on timing, I will arrange for the presentation of the Award and the acceptance by Ed Murrow not later than 9:45 p.m., to end not later than 10:15 p.m. on Sunday, October 3rd.

I feel that moving this segment of our program a bit earlier than originally intended is fully justified in view of the coverage which CBS-TV will give to this event.

Thank you for your cooperation.

Cordially yours,

George Field
Executive Secretary

GF:jm

Awards.

September 15, 1954

Dear Mr. Field:

Many thanks for your nice note of September 8th.

This is to tell you that Mrs. Murrow is most happy to accept your kind invitation to be your guest at the dais on Sunday evening, October 3.

I note that you are holding a preliminary reception at the Perroquet Suite at the Waldorf-Astoria starting at 6:30 p.m., and we will certainly be there.

Sincerely yours,

Mr. George Field,
Executive Secretary
Freedom House
20 West 40 Street
New York 18, New York

fc

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Roy Wilkins

September 8, 1954

Yes

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I hope that Mrs. Murrow is free to join us for dinner as our guest at the dais on Sunday evening, October 3rd. We are holding a preliminary reception for the guests of honor in the Perroquet Suite on the fourth floor of the Waldorf-Astoria starting at 6:30 p.m., and will proceed to the dais at 7:30 p.m. in the Grand Ballroom.

Sincerely yours,

George Field

George Field
Executive Secretary

GF:jm

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Roy Wilkins

September 15, 1954

Mr. and Mrs. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. and Mrs. Murrow:

I am enclosing your tickets for the dais and I look forward to greeting you at the Freedom House dinner on Sunday evening, October 3rd.

The guests of honor will meet in the Perroquet Suite on the fourth floor of the Waldorf-Astoria starting at 6:30 p.m. for a preliminary reception.

We will proceed to the dais in the Grand Ballroom at 7:30 p.m.

Sincerely yours,

George Field

George Field
Executive Secretary

GF:jm

Awards

Sun. Oct. 3

July 1, 1954

Dear Mr. Field:

You and your colleagues have done me very considerable honor. I shall, of course, be privileged to be present to receive the award on Sunday evening, October 3.

It is a source of particular pleasure to me that this award is not specifically related to reports I have made from time to time on the junior Senator from Wisconsin, since I regard other efforts as being equally addressed to the basic problems of freedom. It would not be my purpose to make mention of the Senator in my acceptance which will require considerably less than the fifteen minutes you graciously suggest.

Sincerely yours,

Mr. George Field
Freedom House
Willkie Memorial Building
20 West 40 Street
New York 18, New York

dm

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Roy Wilkins

June 29, 1954

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

It is a source of great pleasure to me to inform you that the Board of Directors of Freedom House at its meeting on June 28th unanimously named you as the winner of the annual Freedom Award.

A bronze plaque, symbol of the award, will be presented at our anniversary dinner to be held in the Hotel Waldorf-Astoria on Sunday evening, October third.

The announcement of this decision will be made public when we receive an indication from you that the award is acceptable and when other program arrangements are completed.

The decision is based on our evaluation of your contributions to the cause of freedom in your radio and television programs, particularly the SEE IT NOW series which dramatically revealed a major threat to our freedom on the home front. Following our usual custom, we will invite a distinguished American to make the presentation. Our invitation will indicate our belief that there need be no direct reference to Senator McCarthy, but rather an affirmation of principles and policies which should guide us if freedom is to survive. It will, of course, be appropriate to give consideration to the evils which you have exposed with great skill and courage.

The anniversary ceremony at the dinner will also include the dedication of a bronze tablet commemorating the Supreme Court decision on segregation in the public schools. Ralph J. Bunche will represent our officers for the unveiling of this tablet.

You will be interested to know that previous recipients of the award include Walter Lippmann, Sumner Welles, General Eisenhower, Bernard Baruch, General Marshall, Senator Vandenberg, David Lilienthal, General Clay, Dean Acheson, Paul Hoffman, James Conant, General Ridgeway and last year, a plaque was presented to Dag Hammarskjold on behalf of the United Nations Soldiers in Korea.

Mr. Edward R. Murrow
New York, NY

June 29, 1954

Herbert Bayard Swope will preside at our dinner. It is customary for the recipient to take up to fifteen minutes for his acceptance speech.

We hope you will accept our invitation to be the guest of honor at our anniversary dinner for the receipt of the Freedom Award.

Cordially yours,

George Field

George Field
Executive Secretary

GF:jm

Our Only Safety Is in Freedom

This is an extract from an address given by CBS commentator Edward R. Murrow this week as he was presented with the annual Freedom Award.

. . . . There is a false formula for personal security being peddled in our market place. It is this, although not so labeled: Don't join anything; don't associate; don't write; don't take a chance on being wrong; don't espouse unpopular causes; button your lip and drift with the tide; seek the ease and luxury of complete equanimity by refusing to make up your minds about issues that wiser heads will one day decide. This product if it be bought by enough people leads to paralysis.

We must, I think, for our very lives remember that freedom will reside and flourish here in this generous and capacious land, or it will survive nowhere on this minor planet. Our strength in this continuing conflict with the forces of evil, lies not alone in bombs and planes and physical courage. We must have stable ground upon which to stand and fight, if fight we must. Nations have been known to destroy their freedom while preparing to defend it. We are the head of a grand alliance of freedom-loving people. They have joined with us because they believe it to be in their own self-interest, and because we are strong. But there is another reason for their joining their fate with ours. We are free, and whatever we do to limit or foreshorten that freedom will reduce by that much our reservoir of good will abroad. There is no such thing as a Voice of America. That voice is made up senators, and admirals, and clergymen, the Supreme Court, the price of wheat on the big board in Chicago, trade policies, race relations.

There is no longer such a thing as a purely domestic news story; each is part of the voice of this country abroad. And if that collective voice tells the story of reduced freedom, of a tyranny of silence, of a fear of change, then within measurable time we shall find ourselves a great powerful continental island off the coast of Kamchatka, with the rest of the world either united against us or indifferent to our fate. Our example, our demonstration of freedom in action may be more powerful than our dollars, more persuasive than the threat of our bombs. We must continue to provide ourselves and our allies with that most dangerous and explosive force known to mankind—knowledge. And no man and no group may be permitted to chart in advance the course or the books to be followed in pursuit of that knowledge.

We live in a time of fear and prejudice and freedom is hard-pressed both at home and abroad. But freedom will survive and flourish unless it be destroyed by the consent of the free.

I say consent, for acquiescence or silence is a form of consent. I believe there has been more acquiescence than is healthy, because too many people have mistakenly thought it was necessary to be undemocratic to deal with the emergency. They have thought there wasn't time to be both safe and free. No more fateful mistakes can be made. For in the cold war there is no safety whatever unless we remain free. Democracy is our one chance of survival. For if we emerge from the long crisis undevastated by total war but no longer free, we have but chosen the cheapest and least heroic way to give tyranny the victory.

Political parties have been and are the bulwark of democracy. Political parties only through the action of these majorities that democracy can work. — Retiri

FREEDOM HOUSE AWARD

MR. CHAIRMAN AND MEMBERS OF FREEDOM HOUSE: I AM MORE THAN DOUBLY HONORED BY YOUR INVITATION TO PARTICIPATE IN THIS OCCASION. IT IS A SINGULARLY GREAT DISTINCTION TO HAVE BEEN INVITED BY THIS INSTITUTION, WHICH SO COMMANDS THE HOMAGE OF MANKIND. IT IS A BADGE OF EXCEPTIONAL, ALTHOUGH UNDESERVED, MERIT TO PRESENT IN THE NAME OF THIS ORGANIZATION, WHICH BEARS SUCH AN HONORABLE TITLE, THE FREEDOM AWARD TO MR. EDWARD R. MURROW, WHOSE VALIENT SERVICES AND UNENDING LABORS IN THE CAUSE OF LIBERTY HAVE WON FOR HIM SUCH A UNIQUE PLACE IN THE RESPECT AND ADMIRATION OF SO MANY PEOPLES OF ALL COLORS, RACES, CREEDS AND NATIONALITIES.

IF "LANGUAGE", AS JOHNSON ~~SAIDIT~~ wrote, "IS THE DRESS OF THOUGHT", I COME IN RAVELLED, THREADBARE AND SHABBY CLOTHING.

TO SPEAK OF FREEDOM IS TO SPEAK OF SOMETHING AS ANCIENT AS HUMANITY ITSELF. FREEDOM HAS PROVIDED THE CENTRAL THEME OF HISTORY - FOR THE STORY OF MAN IS THE STORY OF HIS SEARCH FOR FREEDOM, ITS ABUSE, ITS LOSS, and ITS REAPPEARANCE ON THE STAGE OF ~~HISTORY~~. the human drama

UNDER THE BENEVOLENT PROVISIONS OF THE AMERICAN CONSTITUTION, AS ONE OF THE MOST EMINENT OF HISTORIANS HAS PUT IT, MORE PEOPLE HAVE ENJOYED MORE OF THE BENEFITS OF LIBERTY THAN DURING ANY SIMILAR PERIOD IN THE ANNALS OF THE HUMAN RACE. ALTHOUGH WE MAY TAKE, AND BY RIGHT OUGHT TO TAKE, JUST PRIDE IN THIS

EXTRAORDINARY ACHIEVEMENT,

EXTRAORDINARY ACHIEVEMENT, IT IS NOT AMISS TO BE REMINDED THAT PRIDE BREEDS THAT COMPLACENCY WHICH LEADS TO THE corruption OF FREEDOM, AND GIVES BIRTH TO THAT INDIFFERENCE WHICH IS A PRELUDE OF ITS LOSS.

IT WAS ONE OF THE MOST PENETRATING POLITICAL PHILOSOPHERS OF THE LAST CENTURY WHO MADE THE OBSERVATION THAT ONE OF THE REASONS THE DEMOCRATIC REPUBLIC IN THE UNITED STATES HAD SURVIVED WAS BECAUSE WE HAD NO HOSTILE NEIGHBORS, WE HAD PARTICIPATED IN NO GREAT WARS OR FINANCIAL CRISES, BECAUSE WE WERE UNDER THE THREAT OF NO INVASION OF OUR TERRITORY BY HOSTILE FOREIGN POWERS, REQUIRED NEITHER GREAT TAXES NOR GREAT ARMIES, AND HAD "NO REASON TO FEAR THE SCOURGE WHICH IS MORE FORMIDABLE TO REPUBLICS",AND FREEDOM, "THAN ALL THESE EVILS COMBINED, NAMELY, MILITARY GLORY". WE MUST WAIT, SAID DE TOQUEVILLE, "UNTIL THE AMERICAN PEOPLE IS OBLIGED TO PUT HALF ITS ENTIRE INCOME AT THE DISPOSAL OF THE GOVERNMENT, AS WAS DONE BY THE ENGLISH, — OR UNTIL IT SENDS FORTH A TWENTIETH PART OF ITS POPULATION TO THE FIELD OF BATTLE, AS WAS DONE BY FRANCE".

THAT PERIOD OF CONTINENTAL TRANQUILLITY, WHICH PREVAILED WHEN DE TOQUEVILLE OBSERVED THE OPERATION OF THE AMERICAN SYSTEM, HAS COME TO AN END. WHAT WAS IS NOT NOW, AND WHAT HAS BEEN CANNOT BE RESTORED. THE REVOLUTIONARY SHIFTS

OF POWER, THE STRIKING

OF POWER, THE STRIKING EVENTS AND DEVELOPMENTS BEYOND OUR BORDERS, ARE MORE COMPELLING THAN OUR WISHES. WE ARE THE CAPTIVES OF THESE CHANGES. WE CAN NO MORE RETREAT TO THE SECLUSION OF OUR GREAT LAND MASS, WE CAN NO MORE RETIRE TO OUR FORMER TERRITORIAL CONTINENTAL SANCTUARY THAN WE CAN ABOLISH THE APPLICATIONS OF SCIENTIFIC KNOWLEDGE WHICH HAVE SPLINTERED TIME AND SHATTERED SPACE. IN THIS NEW ENVIRONMENT, STRIPPED OF THE BROAD OCEANS WHICH FORMERLY HELD ANY HOSTILE POWER AT BAY, UNSHELTERED BY THE GREAT DISTANCES WHICH FORMERLY INTERVENED BETWEEN OURSELVES AND FOREIGN DANGER, THE REPOSITORY OF AS MUCH POWER AS ANY NATION IN THE HISTORY OF MAN HAS EVER HAD, WE ARE TODAY AS MUCH THE ADVANCE GUARD AS WE OUGHT TO BE THE LEADER OF THE SPIRITUAL FORCES OF CIVILIZED LIVING AND FREE PEOPLES.

THE THINGS FOR WHICH DE TOQUEVILLE SAID WE MUST WAIT BEFORE ACCLAIMING THE PERMANENCE OF AMERICAN FREEDOM ARE ALL NOW PARTS OF OUR PAST EXPERIENCE. MANY BELONG TO OUR PRESENT EXISTENCE AND THE FORESEEABLE SPAN OF OUR FUTURE LIFE. THE PASSIONS AND PREJUDICES THAT HAVE BEEN CREATED AND AROUSED BY WAR, THE FINANCIAL AND ECONOMIC CRISES CAUSED BY WAR, THE FEAR OF EXTERNAL DANGER STIRRED UP BY WAR, THE EMOTIONS THAT HAVE BEEN PRODDED BY THE THREAT OF SUBVERSION FROM WITHIN, THE WEIGHT OF TAXATION, THE DISLOCATIONS OF COMMERCE, THE DISRUPTION OF ANCIENT CUSTOMS caused by war, ARE PERHAPS SOME OF THE PRODUCTS OF THE DEVELOPMENTS WHICH

DE TOQUEVILLE CAUTIONED

DE TOQUEVILLE CAUTIONED WOULD TEST THE DURABILITY OF OUR LIBERTIES. THEY EXPLAIN IN SOME MEASURE THE INTEMPERANCES WHICH HAVE WROUGHT SHARP DIVISIONS AMONG OURSELVES, WONDERMENT AMONG OUR ALLIES, AND IMPOSED SUBTLE INTERFERENCES WITH THE EASY AND RESPONSIBLE EXERCISE OF FREE SPEECH AND THE FORMULATION OF WISE DECISIONS. THEY CAUTION US WITH MOVING ELOQUENCE AND IRREFUTABLE LOGIC, THAT THE CHANGE OF OUR POSITION IN THE WORLD FROM A SECLUDED PEOPLE, SETTLED SNUGLY IN THE GREAT CITIES, IN THE BROAD VALLEYS, IN UPLAND DELLS, AND THE PROTECTED HARBORS OF A CONTINENT FAR REMOVED FROM STRIFE, COMMANDS A REASSESSMENT OF OUR BEHAVIOR, IF WE ARE TO GUIDE THE DESTINY OF FREEDOM FOR OURSELVES AND SET AN EXAMPLE WHICH WILL ATTRACT THE RESPECT OF OUR ASSOCIATES. SELF-RESTRAINT, SELF-DISCIPLINE, RESOLUTE DETERMINATION TO PRESERVE THE GOOD MANNERS, THE DECENCIES, THE CULTURAL TRADITIONS OF OUR SOCIETY, A KINDLING OF THE CIVILIZED CONSCIENCE, THE DISPERSION OF POWER RATHER THAN CONCENTRATION OF POWER, FREEDOM TO APPLY ONE'S INDUSTRY ACCORDING TO ONE'S TALENTS, FREEDOM TO POSSESS AND ENJOY THE BENEFITS OF PROPERTY, TO SAVE AND TO INVEST, TO SPEND AND TO LOSE, FREEDOM TO SEEK REDRESS FROM ARBITRARY POWER, FREEDOM TO WORSHIP THE GOD ~~[illegible]~~ OF ONE'S OWN CHOICE, AND FREEDOM TO THINK ONE'S THOUGHTS AND TO SPEAK ONE'S MIND. - THESE ARE THE FUNDAMENTAL ELEMENTS OF A FREE SOCIETY, THEY ARE THE POSSESSIONS OF FREE MEN, THEY ARE THE

~~XXXXXXX~~, FREE MEN, THEY ARE THE GREATEST TREASURES OF MANKIND. EACH IS INESCAPABLY ASSOCIATED WITH EACH OTHER - EACH IS INDIVORCIBLE FROM THE OTHER, FOR THE SEPARATION OF ONE FROM THE REMAINDER IMPAIRS THE WHOLE. EACH ONE OF THESE PILLARS OF OUR SOCIETY REQUIRES THE ETERNAL VIGILANCE OF A COMMON CITIZENRY; EACH ONE BY ONE FALLS UNDER THE TYRANNY OF THE STATE WHEN IT EMBARKS UPON THE VENTURE OF MODERN WAR.

NO MATTER HOW MUCH IT MAY BE "GILDED BY THE ETHICAL BEAUTY OF SACRIFICE", THERE IS NO INSTITUTION IN HISTORY SO VIOLENT, SO REVOLUTIONARY AND SO DESTRUCTIVE OF THE INGREDIENTS OF FREEDOM AS THE MODERN MANIFESTATION OF WAR - ~~XXXXXXXX~~ TOTAL WAR. FROM THE MASSIVE INTERVENTION INTO THE ~~XXXXXXXXXXX~~ AFFAIRS OF INDIVIDUALS, AND THE WHOLESALE INTRUSION, HOWEVER NECESSARY, INTO THE ESSENTIALS OF FREEDOM, THE STATE IN SOME MEASURE, NEVER ESCAPES. VIGILANCE AT ~~XX~~ HOME, and restraint TEMPERANCE IN OUR UTTERANCES, PRUDENCE IN OUR ACTIONS, WISDOM IN OUR ADVICE ABROAD, ARE THE ~~XXXXXXXX~~ BULWARKS OF FREEDOM.

IT WOULD BE UNFITTING WERE WE NOT TO NOTE, ON THIS OCCASION, THE REPORT OF THE WATKINS COMMITTEE. THE CALMNESS WITH WHICH IT CONDUCTED ITS AFFAIRS, THE JUDICIAL ATTITUDE WITH WHICH IT EXAMINED THE RELEVANT EVIDENCE, THE SUBSTANCE AND ~~TRANQUIL~~ considerate TONE OF ITS REPORT IDENTIFIES IT ~~XXXXX~~ AS ONE OF THE MOST NOTABLE

ACHIEVEMENTS OF THE LEGISLATIVE

ACHIEVEMENTS OF THE LEGISLATIVE BRANCH OF OUR GOVERNMENT IN THE COURSE OF THE LAST THIRTY YEARS. ITS QUALITY IS, HAPPILY, REMINISCENT OF THE GREAT STATE PAPERS OF OUR ~~HISTORY~~ past, ITS TONE, ~~XXXX~~ ITS LANGUAGE AND ITS ~~SUBSTANCE~~ contents RESTORE WHAT MAY HAVE BEEN OUR FALTERING FAITH IN THE FUTURE. IT ~~XXXXX~~ ~~XXXX~~ HAS PROVIDED SHELTER FROM THE GUSTS AND VIOLENT STORMS OF HUMAN PREJUDICE AND PASSION THAT HAVE SO OFTEN IN THE HISTORY OF THE HUMAN RACE EXTINGUISHED THE LIGHT OF FREEDOM.

YOU, TOO, MR. MURROW, HAVE ATTEMPTED TO PROVIDE THIS SHELTER. YOU HAVE DIVESTED EVENTS OF THEIR EMOTIONS. YOU HAVE PRESENTED THE CHRONICLE OF OUR TIMES AND CRISES WITH SKILFULL FIDELITY TO THE HONORED TRUTH. YOU ENTERED THE LISTS IN THE CAUSE OF JUSTICE AND WHEN ATTACKED RESPONDED WITH THAT TOLERANCE, WHICH MARKS INDELIBLY THE CIVILIZED MAN, YOU HAVE OBSERVED THE MORAL OBLIGATION TO BE INTELLIGENT. "POPULARITY", SAID SAVILE, "IS ONLY A VIRTUE WHEN MEN HAVE IT WHETHER THEY WILL OR NO." YOUR NAME STANDS AT THE VERY TOP OF THE ROLL OF MEN WHO HAVE MERITED AND UNCONSCIOUSLY ACHIEVED THE HIGH ADMIRATION OF THEIR FELLOWS. IN YOUR OWN ENLIGHTENING WAY, YOU HAVE AS MUCH AS ANY OTHER OF THE DISTINGUISHED MEN ON WHOM THIS FREEDOM HOUSE AWARD HAS BEEN CONFERRED, ILLUMINATED THE PATH TOWARD FREEDOM.

MR. MURROW, ~~YOU~~ HONORS FREEDOM HOUSE BY ACCEPTING THIS AWARD,

WHICH BEARS THE INSCRIPTION

WHICH BEARS THE INSCRIPTION FOR EVERYONE ~~FOR-SOMEONE~~ TO READ AND KNOW:

"FREE MEN WERE HEARTENED BY HIS COURAGE IN EXPOSING THOSE WHO WOULD DIVIDE US BY EXPLOITING OUR FEARS."

Eng Part
Look Award
December 18, '54

LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Ave., New York 22, N. Y., MURRAY HILL 8-0300*

GARDNER COWLES, *President and Editor*

December 21, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

Just a note to tell you how delighted I was that you could appear on the LOOK TV Awards Show this past Saturday.

I wish you continued success toward another LOOK TV Award in 1955.

Warmest regards.

Sincerely,

Mike

GC:RG

Enf Past

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

December 20th, 1954

Mr. Edward R. Murrow
See It Now
Columbia Broadcasting Corp.
485 Madison Avenue
New York City.

Dear Ed:-

My warmest thanks to you for your kind cooperation and assistance to the Look Award Show. Your contribution helped to make it the success it was.

Thanks again!

Sincerely,

Barry

Barry Wood
Director of Special Events
Public Affairs Department

BW:RO

Eng Post

LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Ave., New York 22, N. Y., MURRAY HILL 8-0300*

GARDNER COWLES, *President and Editor*

December 10, 1954

Dear Ed:

This is just a note to express my appreciation of your help in the forthcoming special program the evening of Saturday, December 18, when LOOK will present its fifth annual television awards.

I am happy to welcome you again this year as a winner.

Immediately after the program I plan to have a little gathering in the White and Gold Suite at the Plaza Hotel. I hope you and Mrs. Murrow will be able to join us there. 2nd no

Please let me know whether I may expect you.

With warmest regards,

Sincerely yours,

Mike

yes

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Awards.
Look-TV Award

December 6, 1954

CONFIDENTIAL ** NOT FOR RELEASE

This is a phone call from Ralph Ginsburg of LOOK Magazine:

"Congratulations, Ed. This is to formally let you know that you have won the TV Look award poll for best public affairs program, SEE IT NOW. NBC is planning a special half-hour telecast based on the presentation of Look TV Awards for the night of Saturday, December 18 at 8:30 pm. Jack Van Volkenburg has given us permission that all CBS talent would be allowed to appear to receive their awards. We would be delighted if you or Fred Friendly could make it. This is short notice I realize, and so I would be grateful for a phone confirmation from you as soon as possible before the afternoon is up. Warm regards, and again congratulations!"

Ralph Ginsburg
Look Magazine

cc: Mr. Friendly

CBS TELEVISION

Office Communication

to: Mr. Ed Murrow

from: Doug Edwards

Yes

May 19, 1954

All of us connected with the running of the Mike & Screen Dinner at the Waldorf June 4th are most anxious that you attend and do us the honor of handling the presentation of the awards including one to former President Harry Truman. (I thought for a change you might enjoy being on the pitching end.) We know that Person To Person will be broadcast that evening and that you will probably be late arriving, but the award section has been scheduled for rather late in the evening.

We all hope that you'll say you can come.

Regards.

Doug

50

FROM: Radio-Newsreel Television
Working Press Association
270 Park Avenue
New York 17, N.Y.
PLaza 1-2720
Elle Kofler - Publicity

FOR IMMEDIATE RELEASE

EDWARD R. MURROW TO PRESENT MIKE AND SCREEN PRESS AWARDS

DOUGLAS EDWARDS, Chairman of the Mike & Screen Press Dinner, announced today, that EDWARD R. MURROW will present the MIKE AND SCREEN PRESS AWARDS, at the Dinner held at the Waldorf Astoria, Friday June 4.

The Awards, which are presented annually by the Radio-Newsreel-Television Working Press Association, will be given for the best News and Feature Stories in Television, Radio, and Newsreels.

Tickets for the Mike and Screen Press Dinner, can be secured by mail or in person at Mike & Screen, 270 Park Avenue, New York City. Reservation Blanks can be obtained by calling PLaza 1-2720.

All Net Proceeds of the affair will go to the Damon Runyon Cancer Fund and the Will Rogers Memorial Hospital.

# # # # # #

Motion Picture Daily

January 22, 1954

Dear Pinky:

Very many thanks for your note and the Scroll. I am deeply honored to have been awarded first place in the radio and television polls conducted by Motion Picture Daily. Thanks also for your offer to make a formal presentation on one of my television programs, but since all my programs have to do with news we have to follow consistently a policy of not accepting, on the air, awards of any kind. I am sure you will understand.

Sincerely yours,

Mr. Pinky Herman
Motion Picture Daily
1270 Sixth Avenue
New York 20, New York

rh

MOTION PICTURE
DAILY
ROCKEFELLER CENTER
1270 SIXTH AVENUE
NEW YORK 20, N. Y.

TELEVISION and RADIO
DIVISION

Jan. 20,1954

Dear Ed:

Congrats. Enclosed is the Scroll which you have won this year in both the Radio & TV Polls. If you care to, you might make mention of the fact that the Radio & TV Editors have awarded you first place . Or if you wish, I shall be happy , as Radio & TV Editor, to appear on your TV program and make a formal prsentation of this Scroll. Kindest regards,

sincerely

Pinky Herman

Pinky

Motion Picture Daily
Jan 22, 1954

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

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F84CC 15A NL PD

NEWYORK NY JAN 4 1954

Awards

EDWARD R MURROW CBS

485 MADISON AVE NYK

THIS INFORMATION CONFIDENTIAL UNTIL JANUARY 22ND. WE ARE HAPPY TO INFORM YOU THAT YOU HAVE BEEN VOTED ONE OF THE TOP THREE NEWS COMMENTATORS IN TELEVISION. THIS SELECTION WAS MADE BY THE TELEVISION EDITORS OF THE UNITED STATES IN THE FOURTH ANNUAL BALLOTING. CONDUCTED FOR FAME MAGAZINE BY MOTION PICTURE DAILY.

PINKY HERMAN FAME TV-RADIO EDITOR
MOTION PICTURE DAILY

824P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Nat'l Assoc for Better Radio + TV
Awards
Feb 8, 1954

May 5, 1954

Dear Mrs. Logan:

I am embarrassed to have to tell you that your very kind letter of February 8th was mislaid somewhere in my office, and it has only just come to my attention that no acknowledgement of it has been made until now. I trust you will forgive which must have seemed like an unpardonable discourtesy.

I am indeed honored to have my programs, SEE IT NOW and PERSON TO PERSON, voted the awards by the members of the National Association for Better Radio and Television, and in addition to my own thanks I would like to tender those of the production staffs of both programs.

In your letter you inquired where the certificates of the award should be mailed. I would appreciate it very much indeed if they could be sent here to my office as above.

Again, my thanks to you.

Sincerely yours,

Mrs. Clara S. Logan
National Association for Better Radio
and Television
882 Victoria Avenue
Los Angeles 5, California

rh

copy for list on next page

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION

"A NON-PROFIT CORPORATION"
882 VICTORIA AVENUE
LOS ANGELES 5, CALIFORNIA

This was found in Mr. Murrow's office - never answered.

February 8, 1954 4/29 RH

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DR. RICHARD ATKINSON

Second Vice-President
DR. LEE DEFOREST

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Corresponding Secretary
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* Members of Executive Committee

Mr. Edward R. Murrow
c/o Columbia Broadcasting System
New York City

Dear Mr. Murrow:

We are very happy to inform you that your radio program has been voted by the members of the National Association for Better Radio and Television as the outstanding radio program of the year. They have also voted your radio program as the outstanding news program of the year.

Further, it is our pleasure to inform you that your television program, SEE IT NOW, has been voted by our members as the outstanding news program on television for the year 1953. Also, your program, PERSON TO PERSON, has been voted as the outstanding interview program on television for the year 1953.

The certificates of award will be ready soon. Please inform us where you wish them mailed.

Arrangements can be made to make these awards to you on the air, if you so desire.

We wish to thank you and your entire staff for this fine contribution to better radio and television.

Sincerely yours

Clara S. Logan

(Mrs.) Clara S. Logan
President

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION
882 Victoria Avenue
Los Angeles 5, Calif.
WHitney 4245

FOR RELEASE FEBRUARY 8, 1954

THIRD ANNUAL NAFBRAT RADIO AND TELEVISION AWARDS

LOS ANGELES, Feb. 8 --- "Omnibus", produced by the Ford Foundation's Radio-TV Workshop and televised by the CBS network, repeated its 1952 victory when it was named this morning as the outstanding television program for 1953 by the National Association for Better Radio and Television. In announcing the winners in the third annual national awards, Clara S. Logan, NAFBRAT president, revealed that the "Edward R. Murrow News Program", also on CBS, was selected by the Association as '53's outstanding radio program. Murrow also won top spot in two TV categories with "See It Now" and "Person to Person".

The annual awards are determined by a vote of members of the non-profit corporation, which evaluates radio and television programs and publishes recommendations designed to improve standards in programming.

Programs named as the best in their categories for 1953 are:

TELEVISION

Drama: "Studio One" (CBS); Family Situation: Danny Thomas' "Make Room for Daddy" (ABC); Education and Information: "You are There" (CBS); Comedy: "Burns and Allen Show" (CBS); Variety: "Your Show of Shows" (NBC); Reporting and News Interpretation: "See It Now" (CBS); Interviews: "Person to Person" (CBS); Music: "Voice of Firestone" (NBC); Public Service: Coronation Coverage

-more-

(by ABC, NBC, CBS, and the Canadian Broadcasting Corporation and British Broadcasting Corporation); Children's Program (for younger children): "Ding Dong School" (NBC); Children's Program (for older children): "Mr. Wizard" (NBC).

RADIO

Drama: "Hallmark of Fame" (CBS); Family Situation: "Ozzie and Harriet" (ABC); Comedy and Variety: "Jack Benny Show" (CBS); Reporting and News Interpretation: Edward R. Murrow (CBS); Music (classical): NBC Symphony; Music (popular): Dinah Shore (NBC); Education and Information: "Invitation to Learning" (CBS); Children's Program (for younger children): "Let's Pretend" (CBS); Children's Program (for older children): "Youth Wants to Know" (NBC); Agricultural: "National Farm and Home Hour" (NBC); Public Service: Coronation Coverage (by networks in cooperation with British Broadcasting Corporation); Day-time Program: Mary Margaret McBride (ABC).

CBS RADIO
485 Madison Ave., New York 22, N.Y.

Nat'l Federation of Business and Professional Women's Clubs - July 1, 1954

July 2, 1954

WOMEN'S CLUBS HONOR EDWARD R. MURROW

Edward R. Murrow and his CBS Radio program, "Edward R. Murrow with the News," have received the highest vote for the "Best News Coverage" in the annual poll of the National Federation of Business and Professional Women's Clubs, it was announced yesterday at the organization's twelfth biennial convention in St. Louis, Mo.

The organization comprises 165,000 women in business and the professions, in 3,000 clubs throughout the United States, Hawaii and Alaska.

The award to Mr. Murrow is the second in two years given him by the organization. Last year he was cited for receiving the highest vote in the Federation's poll for "the best presentation of current foreign policy issues."

Mr. Murrow is currently on an eight-week vacation. During his absence, Charles Collingwood is substituting for him at the microphone.

* * *

(Mon. thru Fri. at 7:45-8:00 PM, EDT)

June 14, 1954

Dear Miss Titchener:

Very many thanks for your kind letter advising me that the National Federation of Business and Professional Women's Clubs has chosen to give me an award for Best News Coverage. I am greatly honored by the award and wish very much that I might be present in the Opera House, Kiel Auditorium Convention Hall in St. Louis on July 1st in order to accept the award in person. Unfortunately, a prior commitment will prevent my attendance.

You most kindly suggest that in the event of my not being able to attend I might designate someone from the network to accept the award on my behalf. This is rather difficult to do since all of the people who would be suitable for this purpose are also occupied with radio and television programs and probably would not find it possible to travel to St. Louis at that time.

Again, my thanks.

Sincerely yours,

Miss Dorothy L. Titchener
The National Federation of Business and
Professional Women's Clubs, Inc.
1790 Broadway
New York 19, New York

rh

ATION of
BUSINESS and PROFESSIONAL WOMEN'S CLUBS, inc.
1819 BROADWAY, NEW YORK 23, N. Y. TELEPHONE: COlumbus 5-3934
1790 BROADWAY, NEW YORK 19, N. Y.

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Lexington 10, Kentucky

TREASURER
Ruth C. Cullin
617 Washington Avenue
Bremerton, Washington

May 21, 1954

Thanks & regards.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22 New York

Dear Mr. Murrow:

For the second successive year, in lieu of a Federation Radio and TV Contest, The National Federation of Business and Professional Women's Clubs, Inc. has conducted a poll of network programs on Radio and TV based on the following classifications:

1. Best Advancement of the Interests of Women
2. Best News Coverage
3. Best Musical Program
4. Greatest Human Interest Story
5. Best Spiritual Program
6. Most Wholesome Entertainment for an American Family

The response this year was excellent and represents 165,000 business and professional women, members of our 3000 clubs throughout the United States, Hawaii and Alaska.

It is my pleasure, as National Radio and TV Chairman, to tell you that for the second consecutive year you have won an award. This year our clubs gave you the highest vote in Classification No. 2 . . BEST NEWS COVERAGE. The National Federation of Business and Professional Women's Clubs is pleased to award you and the Columbia Broadcasting System a citation for your excellent Radio Program.

The Twelfth Biennial Convention of the National Federation will take place in St. Louis, Missouri, June 27 to July 2. Radio and TV Awards will be presented on Thursday afternoon, July 1 at three o'clock, in the Opera House, Kiel Auditorium Convention Hall. We are hoping that you will find it possible to be with us on that date and time so that we may publicly honor you in person for your integrity in broadcasting.

(more)

If you find it impossible to be present will you kindly designate someone from your network to accept the award for you? Also, please notify me whether to expect you or a representative. Of course, we are hoping for your favorable reply.

Most cordially,

Dorothy L Titchener

Dorothy L. Titchener
National Chairman
RADIO AND TELEVISION

DLT:rer

National Headliner Award Awards
June 19, 1954

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

May 28, 1954

FEATURE PROJECT SERIES GETS HEADLINER AWARD

CBS Radio's Feature Project series is one of the winners of the National Headliner Club Awards for journalistic achievement during 1953.

According to the National Headliner Club announcement, the judges have awarded, for the first time, an extra award in radio in citing CBS Radio for its public service Feature Project series.

The citation reads: "Outstanding public service by a radio network, to CBS Radio for its documentary Feature Project series and to Stuart Novins, Director of Public Affairs, CBS Radio."

Wershba attended & accepted

In the Headliner Awards television category, the citation for outstanding network coverage of a news event or series went to Edward R. Murrow and CBS Television for general excellence in presentation of "See It Now." The award for outstanding local television coverage of a news event or series went to CBS Television affiliate WBNS-TV, Columbus, Ohio, for general excellence in coverage, commentary and editing of local news events.

The awards will be made in Atlantic City, N.J. at the 21st annual National Headliners Frolic, sponsored by the Press Club of Atlantic City, on June 19, to highlight a two-day program starting the 18th. More than 100 of the former 300-odd winners of the awards will be on hand to welcome the new members.

CBS Radio's Feature Project series has figured in awards recently by the Freedoms Foundation, National Safety Council, Sigma Delta Chi and Alfred P. Sloan Foundation.

The full-hour Feature Project presentations under Mr. Novins' supervision cover a wide range of vital subjects of public interest. Since the continuing series was launched, 12 Feature Projects have been broadcast, with the following narrators: Arthur Godfrey, Edward R. Murrow, U.S. Supreme Court Justice William O. Douglas, Will Rogers Jr., Bing Crosby, Red Barber, Judge William H. Hastie of the U.S. Court of Appeals, Third Circuit, Admiral Alan G. Kirk (USN, Ret.), CBS Radio newsmen Bill Downs, Eric Sevareid, Don Hollenbeck, Ron Cochran and Lowell Thomas.

* * *

Nat'l Newspaper Publishers Assoc.
Russwurm Award
March 16, 1954

NEWS FROM
CBS RADIO

485 Madison Ave., New York 22, N.Y.

March 19, 1954

PRESIDENT EISENHOWER, EDWARD R. MURROW RECEIVE RUSSWURM AWARDS

President Dwight D. Eisenhower and Edward R. Murrow, CBS Radio and CBS Television newscaster, are among the ten recipients of the annual Russwurm Awards, announced last night by Dowdal H. Davis, Chairman of the National Negro Newspaper Week Committee (March 14-20) and General Manager of the Kansas City Call.

In a CBS Radio broadcast, Mr. Davis named the winners selected by vote of member newspapers of the National Newspaper Publishers Association. The awards, for "outstanding achievement in making possible a richer conception of democratic principles and in tribute for upholding those highest traditions considered as the ideals of the American Way of Life," went to:

President of the United States Dwight D. Eisenhower, "for his contribution to equality of opportunity in the armed forces, regradless of race, and for definitive action taken to end segregation in places of public accommodation in our nation's capital."

Edward R. Murrow, as "an undeviating champion of those high principles of citizenship and of true democracy that have made the United States great." Said Davis, "Through CBS Radio and CBS Television, at home and abroad, he has kept men constantly reminded of their duty to decency and to destiny."

Theodore Berry, for his work as a member of the Cincinnati, Ohio, City Council.

(More)

Dr. Rufus E. Clement, the first Negro to hold a seat on the Atlanta, Ga., Board of Education since Reconstruction days.

The Rt. Rev. Vincent Waters, for his firm stand in eliminating segregation in the Catholic Church of Newton Grove, N.C.

The Legal Defense Department of the National Association for the Advancement of Colored People for its work against school segregation.

The U.S. Department of Justice for its efforts to eliminate segregation in schools and public places in Washington, D.C.

Roy Campanella, for his contribution to the field of sports as an instrument for building good will.

Pvt. Courtney L. Stanley of Louisiana, for battlefield bravery.

Mr. and Mrs. Donald Howard, first Negro residents of the Trumbull Park Homes of Chicago, Ill., "who have courageously refused to be forced from their home despite threats, stoning, insults and the danger of physical injury offered by fanatic white neighbors."

On the broadcast, Julius J. Adams, General Manager of the New York Age, said that John B. Russwurm, editor of the first Negro newspaper, Freedom's Journal, founded March 16, 1827, "penned in his first editorial the fundamental truth and statement of purpose" of the Negro press.

Russwurm wrote: "The civil rights of a people being of the greatest value, it shall ever be our duty to vindicate our brethren, when oppressed; and to lay the case before the public."

Louis E. Martin, editor of the Chicago Defender, said on the broadcast: "The Negro press has constantly contended that a duty of

(More)

those persons in high office is the full implementation of the theory of complete equality among citizens by every means within their authority. The Negro press believes that these commitments to democracy and national morality are materially advanced by the conscientious courage, imagination and initiative of men and women whose deep sense of duty to a truly democratic America gives rise to exceptional performance. Such are the winners of the 1954 Russwurm Awards."

* * *

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

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PRESIDENT
CARL MURPHY
AFRO-AMERICAN NEWSPAPERS

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CARTER WESLEY
HOUSTON INFORMER

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WILLIAM O. WALKER
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BOARD OF DIRECTORS

DOWDAL H. DAVIS
KANSAS CITY CALL

C. C. DEJOIE
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EAST ST. LOUIS CRUSADER

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JOHN H. SENGSTACKE
CHICAGO DEFENDER

FRANK L. STANLEY
LOUISVILLE DEFENDER

MRS. ROBERT L. VANN
PITTSBURGH COURIER

★

CREDO OF
THE
NEGRO PRESS

The Negro Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Negro Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.

March 18, 1954

OFFICE OF DIRECTOR
DOWDAL H. DAVIS
1715 E. 18TH STREET
KANSAS CITY 8, MO.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It is with great pride that we present to you this Certificate as one of the recipients of the 1954 Russwurm Awards, in recognition of the effective, unyielding, and circumspect manner in which you have kept the nation reminded of its duty to true democratic principles. Your graphic and thoughtful presentation of facts in an accurate perspective have been material factors in creation of a sense of responsibility among people to the ideals that permit a civilization to endure.

These awards are presented annually by the National Newspaper Publishers Association to 10 individuals, institutions, or organizations who have made outstanding contributions to a better democracy in America. Nominations and selections are made by vote of the member newspapers of the NNPA, comprising approximately 90 per cent of the total circulation of the Negro newspapers of the nation.

Announcement of the 1954 award winners was made on a radio broadcast over the CBS network at 10:45 P. M., EST., Thursday, March 18. Those receiving awards for 1954 are:

President Dwight D. Eisenhower
Edward R. Murrow
Roy Campanella
Theodore Berry
Dr. Rufus E. Clement
Mr. and Mrs. Don Howard
Courtney L. Stanley
Bishop Vincent Waters
Legal Defense Department of the N. A. A. C. P.
United States Department of Justice

We are honored to be able to present this recognition of the work you have done in making the United States a nation in which all persons can more nearly enjoy the full fruits of a truly democratic way of life.

Very cordially yours,

Dowdal H. Davis, Chairman
Negro Newspaper Week Committee of the
National Newspaper Publishers Assn.

d/t
enclosure:

The National Newspaper Publishers Assoc

RUSSWURM AWA

IS PROUDLY PRESENTED TO

Edward R. Murr

NNPA

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

in recognition of [illegible] possible a richer conception of [illegible] and in tribute for upholding these highest traditions contained in the ideals of the American Way of Life.

August 4th, 1962

Date

Secretary

President

Vice-President

©BOKS 38

ARD

National Newspaper Publishers Assoc - Awards Rec'd 3/16

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

OFFICERS

PRESIDENT
CARL MURPHY
AFRO-AMERICAN NEWSPAPERS

VICE-PRESIDENT
CARTER WESLEY
HOUSTON INFORMER

SECRETARY
WILLIAM O. WALKER
CLEVELAND CALL & POST

TREASURER
MRS. NANNIE MITCHELL TURNER
ST. LOUIS ARGUS

BOARD OF DIRECTORS

DOWDAL H. DAVIS
KANSAS CITY CALL

C. C. DEJOIE
LOUISIANA WEEKLY

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FRANK L. STANLEY
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PITTSBURGH COURIER

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The Negro Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Negro Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.

March 11, 1954

OFFICE OF DIRECTOR
DOWDAL H. DAVIS
1715 E. 18TH STREET
KANSAS CITY 8, MO.

Call not 30 min. ~ 60 Cu 30 seconds

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It is a privilege and a pleasure to tell you that you have been selected as a recipient of one of the 1954 Russwurm Awards. The Russwurm Awards are given annually by the National Newspaper Publishers Association to 10 persons, organizations, or institutions who have made outstanding contributions to a better democratic society in America. Nominations and selections are made by vote of the member newspapers of the NNPA.

Announcement of winners is customarily withheld until their official announcement during the Annual Observance of National Negro Newspaper Week which, this year, is March 14 to March 20. A radio broadcast in observance of Newspaper Week is being carried on CBS-Radio at 10:45 P. M., EST., Thursday, March 18.

In previous observances it has been customary that one of the Award winners be selected to personally receive the Award on the radio program. We should like to invite you to be the person so recognized on this year's broadcast. We sincerely hope you will find it possible to accept. This may also help to clear up what might have been a slightly mysterious intercession by Miss Helen Sioussat, through whose good offices the program this year is being produced.

That you may get the pitch of the broadcast, a partial script is enclosed which includes the citation used in the Russwurm Awards and names of the other Award winners. May I ask that the names of the winners be held in strictest confidence since the release date on them is March 19.

We sincerely hope you honor us by acceptance of this invitation. Your response to the award should be from three to four minutes and may develop any philosophy you choose consistent with the tone of the event. I will be in New York at the Park Sheraton Hotel from March 12 to March 19. I can receive your reply at that address.

Ci 7-8000

Sincerely yours,

Dowdal H. Davis, Chairman
Negro Newspaper Week Committee of the
National Newspaper Publishers Assn.

d/t
enclosure: 1

You have done me very considerable honor in language that is both gracious and generous. I shall attempt to conduct myself in the future in such fashion as to give you no cause to regret your decision to confer this award upon me. I think it was Shakespeare who said: "Beggar that I am, I am even poor in thanks."

NATIONAL NEGRO NEWSPAPER WEEK BROADCAST

MARCH 18, 1954 - - 10:45 to 11:00 P.M. EST.

COLUMBIA BROADCASTING SYSTEM - WCBS AND AVAILABLE STATIONS

- -

ANNCR: The Columbia Broadcasting System presents the following special program. Each year the National Newspaper Publishers Association sponsors National Negro Newspaper Week, commemorating the founding of the first Negro newspaper in America, 127 years ago. We will hear representatives of the publishers association tell you about the nationwide observance. We will also bring you the names of the winners of the 1954 Russwurm Awards, presented annually by the National Newspaper Publishers Association to ten outstanding Americans. To introduce the event, here is Julius J. Adams, general manager of the New York Age:

ADAMS: Thank you_____. On March 16, 1827, John B. Russwurm cranked his old press in a little shop in what is now the Battery of New York and pulled the initial proof of "Freedom's Journal", the nation's first Negro newspaper. His first editorial began, "The civil rights of a people being of the greatest value, it shall ever be our duty to vindicate our brethren, when oppressed; and to lay the case before the public." That phrase might well have been penned today. It's fundamental truth and its statement of purpose have remained basic aims of the Negro press since their first utterance 127 years ago. From that humble and resolute beginning, the Negro press has continued to lay the case before the public until today, there are Negro newspapers in every corner of the nation, taking issue with the foes of democracy wherever they may exist and read by more than a million families. The Negro press has grown as the nation itself has grown. Thousands of

ADAMS: (CONT.) trained, competent workers comprise the staffs of more than a hundred papers. Hundreds of thousands of dollars are invested in plant equipment and millions of dollars flow into the general economy through salaries and services. News coverage by leased wire, special correspondent and staff facilities extends to every corner of the globe. The messages of American business and industry are taken, through the advertising columns of the Negro press, to a total of over four million persons throughout the land. The Negro press is a mature, constant and trusted confidant of a substantial portion of the nation's population. It has no substitute. National Negro Newspaper Week first came into being twelve years ago. It was started for the purpose of directing the attention of a nation, then at war, to the urgent need for national unity, for protection of the ideals for which men were then dying on the battlefield...and to keep Americans ever mindful that a victory for democracy overseas would be hollow indeed if accompanied by destruction of democracy at home. Thus has the tradition of John B. Russwurm been perpetuated because the tradition and ideals of freedom have remained unchanged through the years. The importance of those ideals is given expression each year by awards for outstanding achievement in the name of John B. Russwurm. To announce this year's winners I present Dowdal H. Davis, general manager of the Kansas City Call and chairman of the National Negro Newspaper Week Committee.

DAVIS: Thank you, Mr. Adams. Each year the National Newspaper Publishers Association recognizes ten persons, organizations or institutions who have made substantial contributions to a more truly democratic way of life in America. The Association feels that it is honored

DAVIS: (CONT.)

in being able to thus recognize those whose efforts in 1953 have brought honor to themselves in such great measure. May I read the citation: "The Russwurm Award is proudly presented to the recipient in recognition of outstanding achievement in making possible a richer conception of democratic principles and in tribute for upholding those highest traditions considered as the ideals of the American Way of Life."

Of more than a hundred nominees for the awards, the following represent the consensus of opinion by vote of member papers of the NNPA: President of the United States Dwight D. Eisenhower, for his contribution to equality of opportunity in the armed forces, regardless of race and for definitive action taken to end segregation in places of public accommodation in our nation's capital, Washington, D. C.; Theodore Berry, of Cincinnati, Ohio, for outstanding work as a member of the Cincinnati city council earning him the support of white and Negro voters alike; Dr. Rufus E. Clement, whose courage, integrity and ability won for him a seat on the Board of Education of Atlanta, Georgia, the first Negro to hold such a post since Reconstruction days; The Right Reverend Vincent Waters, of North Carolina, for his firm stand in the face of threatened rebellion among his parishoners resulting in the elimination of segregation in the Catholic Church of Newton Grove, North Carolina; The Legal Defense Department of the National Association for the Advancement of Colored People, for its work in preparing and presenting the cases against school segregation now being decided by the United States Supreme Court; The United States Department of Justice, under Attorney General Herbert Brownell, for putting the weight of the federal government behind efforts to eliminate segregation in the public schools

DAVIS (CONT.) and in places of public accommodation in Washington, D. C.; Roy Campanella, of the Brooklyn Dodgers whose play and inspiration, those of a true champion, earned for him the National League's Most Valuable Player Award, for his contribution to the field of sports as an instrument for building goodwill; Private Courtney L. Stanley, of Louisiana, whose bravery on the battlefield in Korea resulted in the killing of eight enemy soldiers and the saving of the life of his commanding officer, for which he received the Silver Star; Mr. and Mrs. Donald Howard, first Negro residents of the Trumbull Park Homes of Chicago, Illinois, who have courageously refused to be forced from their home despite threats, stoning, insults and the danger of physical injury offered by fanatic white neighbors. We are honored to have with us in the studio tonight, the winner of the tenth Russwurm Award. He is known to every American as an undeviating champion of those high principles of citizenship and of true democracy that have made the United States great. Through CBS radio and television, at home and abroad, he has kept men constantly reminded of their duty to decency and destiny. Edward R. Murrow, it is a privilege to present the Russwurm Award to you personally tonight on behalf of the National Newspaper Publishers Association:

MURROW: Thank you Mr. Davis. (Continues for ~~four minutes.~~ 30)

ANNCR: That was Edward R. Murrow of the Columbia Broadcasting System, one of the winners of the 1954 Russwurm Awards. We now hear William G. Nunn, managing editor of the Pittsburgh Courier.

NUNN: (Three minute discussion of the present day Negro newspaper)

ANNCR: You have just heard a special broadcast presented by the National Newspaper Publishers Association in observance of Negro Newspaper

Confidential

ANNCR: (CONT.) Week. Heard on tonight's broadcast were, Julius J. Adams, of the New York Age, Dowdal H. Davis, of the Kansas City Call, Edward R. Murrow, and William G. Nunn of the Pittsburgh Courier. This is the CBS Radio network.

Confidential

- - -

September 22, 1954

New Jersey State Fair Blue Ribbon Award
September 26, 1954

Dear Mr. Abrams:

Many thanks for your letter saying that SEE IT NOW has been awarded the New Jersey State Fair Blue Ribbon Award for the past year.

I am sorry to have to tell you, however, that due to previous commitments, it will be impossible for me or my colleagues to attend the New Jersey State Fair.

We would be most happy to receive the award by mail.

My thanks again for your letter.

Sincerely yours,

Mr. Sol Abrams
Bert Nevins, Inc.
152 West 42nd Street
New York 36, New York

fc

Sam

BERT NEVINS, INC.

EST. 1930

Press & Public Relations

NEWSWEEK BUILDING
152 West 42nd Street
NEW YORK 36, N. Y.
WISCONSIN 7-9715

September 1954

Mr. Edward R. Murrow
See It Now
CBS-TV
New York, N. Y.

Dear Mr. Murrow:

The Radio-TV Awards Committee of the New Jersey State Fair, which will take place from September 26th through October 3rd in Trenton, N.J. has asked me to advise you that your show has been awarded the coveted New Jersey State Fair Blue Ribbon Award for being the most popular program of its type during the past year.

The selection was made after a survey of farmers, industrial workers and others throughout the State of New Jersey.

If it is at all possible, could you or a representative officially accept this award in person at the New Jersey State Fair, Friday afternoon or evening, October 3rd, in front of the Grandstand show. If there is any difficulty in appearing there, we will be most happy to send the award to you by mail.

Would you also make an announcement of this award on your show prior to or during the New Jersey State Fair, which will take place September 26th through October 3rd?

We would like to hear from you as soon as possible, so that we can make all necessary arrangements, and also send you all material in connection with the award.

Congratulations!

Sincerely,

BERT NEVINS, INC.

Sol Abrams

Sol Abrams

SA:sjm

Awards.

October 11, 1954

Dear Mr. Abrams:

This is merely a note to tell you that the New Jersey State Fair Blue Ribbon Award together with the Citation for same arrived and I was most happy to receive it.

Again, my deepest thanks.

Sincerely,

Mr. Sol Abrams
Bert Nevins, Inc.
Newsweek Building
152 West 42nd Street
New York 36, New York

fc

MADE BY
The
SOMMER BADGE
MFG. CO.
71 LIBERTY ST.
NEWARK 5, N. J.

BERT NEVINS, INC.
EST. 1930
Press & Public Relations

NEWSWEEK BUILDING
152 West 42nd Street
NEW YORK 36, N. Y.
WISCONSIN 7-9715

Mr. Edward R. Murrow
SEE IT NOW
CBS-TV
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

Enclosed please find your New Jersey State Fair Blue Ribbon Award together with a citation for same, from George A. Hamid, President of the New Jersey State Fair.

We would be most happy if you could announce the award on the air, and if this could be arranged, could you let us know the date when it will be done.

Kindest regards.

Cordially,

BERT NEVINS, INC.

Sol Abrams

Sol Abrams

SA/ka
Enc: Award and Citation

DIRECTION
GEORGE A. HAMID

NEW YORK OFFICE:
10 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

NEW JERSEY STATE FAIR

8 DAYS 7 NIGHTS

TRENTON, N. J.

SEPT. 26 - OCT. 3 INCL., 1954

NORMAN L. MARSHALL
SECY-MGR.

TRENTON OFFICE:
N. J. STATE FAIR GROUNDS

MAILING ADDRESS:
P. O. BOX 669
TRENTON, N. J.

TELEPHONE
NEW PHONE NUMBER
JUniper 7-6300

BLUE RIBBON AWARD

TO

SEE IT NOW

In behalf of the N.J. State Fair Committee in Trenton, N.J. and the public, I am honored and pleased to inform you that your show has been selected as the outstanding program of its type and division on television. It has rendered the most meritorious public service, entertainment and home enjoyment to its vast army of listeners and viewers than any other program of its type on the air waves during the past year. This N.J. State Fair Blue Ribbon Award is the unanimous selection of the N.J. State Fair Committee. The program will be officially saluted at the Trenton N.J. State Fair during the Fair's 209th Anniversary Week from Sunday, September 26 through October 3.

Continued success to you and the members of your staff and best wishes to your many listeners and followers.

We trust you will be able to announce this award on your show.

Very sincerely,

George A. Hamid

George A. Hamid,
President
N.J. State Fair
1745 1954
Trenton, N.J.

MARCH 26, 1954

N Y State Speech Assoc.

EARL H. RYAN
CHAIRMAN CITATIONS COMMITTEE
DEWITT CLINTON HOTEL
ALBANY NEW YORK

THIS IS TO ACKNOWLEDGE YOUR KIND MESSAGE AND TO CONVEY MY THANKS TO THE NEW YORK STATE SPEECH ASSOCIATION FOR VOTING A CITATION TO ME AS DESCRIBED IN YOUR TELEGRAM.

ED MURROW

1954 MAR 26 PM 7:08
C.B.S. TRAFFIC DEPT. N.Y.

WU030 PD

ALBANY NY MAR 26 448PME

EDWARD R MURROW,COLUMBIA BROADCASTING SYSTEM

THE NEW YORK STATE SPEECH ASSOCIATION HAS VOTED A CITATION TO YOU FOR OUTSTANDING EXCELLENCE IN THE PREPARATION AND ORAL PRESENTATION OF NEWS EVENTS AND SPECIAL FEATURES THROUGH THE MEDIA OF RADIO AND TELEVISION DURING THE YEAR 1953 WILL YOU PLEASE ACKNOWLEDGE IN TIME FOR LUNCHEON TOMORROW AT 1 PM

EARL H RYAN CHAIRMAN CITATIONS COMMITTEE DEWITT CLINTON HOTEL

443P..

Overseas Press Club
Awards
OPC

Edward R. Murrow
Overseas Press Club Dinner
Monday, March 29, 1954

I am pleased to report that we have a house which is now being remodelled into a home. It's located at 35 East 39th Street. We bought it just about a year ago. It cost $102,500. We paid cash. It had to be remodelled. At this point a small group of Club members began to learn things -- about fire exits, property lines, stress joists, and so forth. At one desperate point, the city fathers wanted us to whack off the whole back of the place. This crisis was compromised.

By the time Clif Stark, Bill Gray, and the anguished committee added up all the rules and regulations, and all the ideas for interior decoration, it came to something like $225,000; that was all together too many dollars. So the plans were revised four times, and finally the committee took its troubles to Bill Zeckendorf who had located the building for us in the first place, and had got it for us at a bargain. Bill Zeckendorf gave us the services of his experts gratis-- they prepared plans that are both practical and within our means. Their proposals came to about $95,000, and we have the $95,000 in cash and a little more. The contractors are in the building now doing what needs to be done. For this we owe Bill Zeckendorf a debt of thanks.

We still have to furnish the Memorial Press Center, and we still have some money to raise, but the Memorial dedicated to the memory of our colleagues who didn't come back is becoming a reality. In three or four months we hope to open it officially. After that, we can all complain as is our custom, about the management, the food, the noise, and the quality of the drink.

We have received to date $248,000. We need more. We have sought no government subsidy; the membership of the Club has contributed generously as have many corporations and individuals. When we open this Memorial Center it will be free

of debt, except for the obligation that rests upon every reporter to pursue the truth no matter where it may lead.

We still have a dollar-gap to bridge, and suggestions will be gratefully received.

Lest you think that your officers or the members of your committee have been entertaining each other or engaging in a wasteful pursuit of the illusive dollar, permit me to say that this money has been raised at a cost of about five percent of the total sum secured.

Finally, Fleur Cowles is prepared to write out receipts for sums of money, large or small.

CBS RADIO

Office Communication

to: DR. STANTON

from: MR. MURROW

Accept Regret
Appropriate action
Background?
FYI File JSM
Note & return
Phone FS
Reply direct
Return to sender
Status?
Suggest reply
To discuss
Comment or recommendation
Copy to FS
URGENT f/u

March 22, 1954

The Overseas Press Club is holding its annual awards dinner on Monday, March 29. They have asked me to ask you if you would appear on the dais along with Dave Sarnoff, Pat Weaver, Bob Kintner and various others.

TNX, WILL BE GLAD TO. FS 3/23

Ed

Overseas Press Club of America, Inc.
1475 Broadway, New York 36, New York. *Phone:* LOngacre 4-0174. *Cable:* OPCLUBAM

PRESIDENT: J. Clifford Stark. VICE PRESIDENTS: Mary Hornaday, A. Wilfred May, Edward R. Murrow. SECRETARY-TREASURER: Joseph J. Wurzel

March 9th, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York, N. Y.

Dear Mr. Murrow:

You will note, from the enclosed announcement, that you have been nominated to receive on the the Overseas Press Club's Annual Awards this year. Members of the Club are now voting on the Awards, and the results will be announced and the prizes awarded at the Club's annual banquet in the Grand Ballroom of the Waldorf-Astoria on March 29th.

Since you may be one of the winners, the Club hopes you will make every effort to be present. If you are likely to be absent from New York on March 29th, please be sure to arrange for a representative of your employer to be present to receive any award you may win.

May I add that the Club warmly anticipates the pleasure of you company at the banquet.

Sincerely yours,

John Barkham

John Barkham, Chairman
Awards Committee

JB/cp
Encl.

BOARD OF GOVERNORS:
John Barkham, Lawrence G. Blochman, John Goette, Hal Lehrman, Ralph H. Major, Jr., B. Mathieu, Herbert Matthews, Malcolm Muir, Jr., Wayne Richardson, Cornelius Ryan, Geraldine Sartain, Bruno Shaw, Ansel Talbert. ALTERNATES: Sanford Griffith, Leonard Smith.

PAST PRESIDENTS:
W. W. Chaplin, Robert Considine, John Daly, William P. Gray, Burnet Hershey, Frank Kelley, Lucian S. Kirtland, Louis P. Lochner, Eugene Lyons, Lowell J. Thomas, Wythe Williams. MANAGER: James V. Foley

OVERSEAS PRESS CLUB of AMERICA, INC.
1475 Broadway
New York 36, N. Y.

March 4, 1954

Dear Committee:

Looking forward to seeing you all on Monday, March 8th, at 5:30 P.M. at the Club to make final plans for our March 29th dinner. Meanwhile, I thought you would like this interim report. Had excellent news from Washington late this afternoon. Assistant Secretary of State Carl McCardle says he has strongly recommended - and will push hard - to get Secretary of State Dulles to accept our invitation. This is almost tantamount to an acceptance, but we will have to await word from Caracas before announcing it.

Accordingly, the invitations have gone to press this afternoon with no program announced. I could wish otherwise, but I don't think this will make an essential difference in the ticket sale. We will receive the invitations on Friday and Judge Allman and a hard-working group will spend Saturday getting the addressed invitations into the mails. The club staff is set to handle the onslaught of reservations and cash.

Paul Smith is inviting Admiral Radford of the Joint Chiefs of Staff to say a few words and make the awards to the winners of our prized OPC awards. The other important guest whom we've invited is the new Austrian ambassador, Dr. Karl Gruber. We also have former newspaperman and now Senator from Oklahoma, Mike Monroney, on a kind of stand-by basis for the dais.

Regarding the dais (and this is something which must be settled on Monday), we can have either a single or two-tier affair. Seat 25 on the first dais and 20 on the second. I've roughed out a potential list which is enclosed. It looks pretty good to me, but think perhaps we need more ladies to pretty it up.

One final bit of good news and I'll leave you until Monday. Thanks to the good offices of several OPC members the Waldorf is giving us a superb menu, including prime ribs of beef, for $7 a head. And the reservations are beginning to come in even before the invitations are out - so it looks like we've a smash hit.

If for some reason you are unable to make the Monday meeting, I'd like your thoughts on the dais and honor guests before then. Please call me at my office - Murray Hill 6-3200. But I hope to see you on Monday, as I'm sure other important matters will also need to be decided at that time.

Sincerely

Patricia Lochridge Hartwell

Patricia Lochridge Hartwell
Executive Chairman

/cp
Encl.

P.S.

Several committee members who have not had an opportunity to put in any real work on the dinner as yet have asked me what they can do. In three words - "it's sell tickets." Guest tickets are $15 each but we hope you'll push the sponsor tables at $25 per cover (especially designed for the expense-account crowd) which affords preferred position on the floor and special mention in the program. For the non-expense account group, you may want to remind some potential sponsors that this is a benefit and allowed by the Internal Revenue as a tax-deductible item.

15th ANNUAL AWARDS DINNER
Monday, March 29, 1954

PROPOSED DAIS

F - Feminine contingent

1. President J. Clifford Stark
2. First Vice-President Edward R. Murrow, also is CBS representative.
3. Second Vice-President A. Wilfred May
F 4. Third Vice-President Mary Hornaday
5. Secretary-Treasurer Joseph J. Wurzel
6. Chairman of Awards John Barkham
7. Chairman of Dinner Committee Paul C. Smith, also is Crowell representative
F 8. Executive Chairman, Dinner Committee Patricia Lochridge Hartwell
9. Austrian Ambassador Dr. Karl Gruber
10. Secretary of State John Foster Dulles
11. Assistant Secretary of State Carl McCardle
12. Correspondents Fund President 53-54 William P. Gray
13. Admiral Radford, Joint Chiefs of Staff, to present award
14. New York Times - Arthur Hays Sulzberger or Major General Julius Ochs Adler
F 15. New York Herald Tribune - Mrs. Helen Reid
16. Associated Press - Frank Starzel
17. United Press - Hugh Baillie
18. International News Service and/or Hearst Publications - William R. Hearst, Jr.
19. National Broadcasting Company - Brigadier General David Sarnoff
20. American Broadcasting Company - John Daly
F 21. Cowles Publications - Fleur Cowles
22. Luce Publications - Henry Luce
23. Reader's Digest - Dewitt or Leila Wallace
F 24. Mrs. Dorothy Schiff, New York Post
25. Mr. Jack Howard, New York World-Telegram
26. Mr. Curtis McGraw, McGraw-Hill
27. Mutual Broadcasting Company - Thomas F. O'Neil
F 28. Curtis Publications - Beatrice Gould
29. Mr. Joseph Pulitzer, St. Louis Post-Dispatch
F 30. Mrs. Agnes Meyers, Washington Post
31. New York Daily News - to come
32. New York Daily Mirror - to come
F 33. Oveta Culp Hobby
F 34. Senator Margaret Smith
35. Senator John Kenedy
36. Senator A.S. Mike Monroney
37. an ambassador from the East
38. an ambassador from Latin America
39. a top representative of the United Nations
40. to 45. ------

None of these have as yet been notified

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"TO HONOR THE MEMORY OF HEROES OF THE AMERICAN PRESS"

Memorial Building Project Campaign

THE CORRESPONDENTS FUND OF THE OVERSEAS PRESS CLUB OF AMERICA INC.

1475 BROADWAY, NEW YORK 36, N. Y. LONGACRE 4-9298

Co-Chairmen
EDWARD R. MURROW
PATRICIA LOCHRIDGE

Treasurer
FLEUR COWLES

March 19, 1954

The Dinner Committee wishes to advise members and friends of the Overseas Press Club that because this is the first public address of the Secretary of State since the Inter-American Conference in Caracas and his last before departing for the Geneva Conference, paid requests for tickets can only be honored in order of their receipt.

Members and one guest at $10 per person.
Non-members and guests at $15 per person.
Sponsor tables at $25 per person.
Tables of 10 may be reserved.

Send checks for reservations to: Dinner Committee, Overseas Press Club of America, Inc., 1475 Broadway, New York 36, N. Y. LO 4-9298

Saturday

Ed Murrow:

Pat asked me to give you some notes which might be helpful for the OPC dinner. If you need more than the attached let me know Plaza 4-1234 Ex 3374

Dick Hartwell

Notes for Ed Murrow on Memorial Press Center.

John Daly in his word of introduction will mention that the Press Center is a notable achievement, an astonishing sum for a group of reporters to raise.

The total raised to date is $248,000.

We purchased the building at 35 East 39th St, Just one year ago this month and we paid $102,500 in cash. By that time we had raised about $134,000. We had the building but it had to be remodelled and that was when a small segment of the Club membership began to learn about building codes and regulations such as we had never dreamed existed. We knew we'd have to fix the place up a little but we didn't know about fire exits and stress joists, whatever they are, and property lines. At one desperate point the City wanted us for some reason now happily by-passed to whack off the whole back end of the place. Worst of all we didn't know what fixing the place up a little was going to cost. By the time Cliff Stark and Bill Gray and his anguished committee added up all the rules and regulations and everybody's fancy ideas they discovered they were going to have to put up something like $ 225,000 . That kind of money simply wasn't in sight. The plans were revised four times and finally the Committee took its troubles to Bill Zeckendorf who had located the building for us in the first place, and had got it for us at a bargain. Bill rolled up his sleeves and gave us the services of his firm gratis to prepare plans that would be practical and within our means to pay. They came to about $95,000 and I'm happy to say we have the $95,000 in cash, and a little more, and the contractors are in the builting now doing the "little

fixing up" we need. For this we we owe Bill Zeckendorf our deep thanks.

We have a matter of furnishing to contend with and we're raising the money for them. But in three or four months I hope to be extending to all of you and invitation to our unveiling. The Memorial Press Center ~~with~~ is becomming a reality. It will be debt free.

Some of the larger contributors are: CBS, RCA and Time $10,000; John D. Rockefeller, Warner Brothers, Gardner and Fleur Cowles, 20th Century, New York Times, MGM $5,000 also Howard Hughes, Spyros Skouras

The date of the dinner at which Ed Murrow made the original announcement was Wednesday, May 7, 1952

Ed

~~Please send~~

suggest end on a note of This is a symbol of Press freedom or whatever inspirational note you feel at the time

Hurriedly

DJF

Murrow

From: Patricia L. Hartwell, Overseas Press Club of America, Inc.

Newsreel, TV Coverage -
Leonard Coulter
Co. 5-3725

Press Contact - Fred Fremd
Digby 9-2720

PROGRAM

7:30 Seating of dais guests.

8:45 President Clifford Stark welcomes guests and introduces honor dais, reads greetings from West Coast Members.

8:57 Stark introduces Robert Considine

8:58 Considine makes preliminary remarks for introduction of Secretary of State.

9:00:50 Simulcast starts and Considine makes 40 second introduction of Mr. Dulles

9:01: Secretary of State begins speech
30:28

9:28:30 Secretary concludes

9:30 President Stark introduces Chairman of Awards, John Barkham

9:31 John Barkham opens tally, describes awards briefly, and makes presentation to 6 winners.

9:52 President Stark makes special award to J.J. Wurzel and introduces John Daly.

9:55 John Daly introduces Edward R. Murrow

9:55-10:05 Edward R. Murrow.

10:05 Stark introduces Edgar Bergen & Charlie McCarthy

10:05-10:15 Edgar

10:15 Stark closes program.

N.B. Secretary Dulles is returning to Washington by plane immediately after the dinner to be at his desk in the State Dept. at 8 A.M. Please, therefore, make every effort to keep the schedule.

****

Stars Guests
West Foyer
Awards

The Overseas Press Club of America

requests the pleasure of your company

at its

Fifteenth Annual Awards Dinner

in the Grand Ballroom

of the Waldorf-Astoria

for the Benefit of

The Correspondents Fund and the Club

Monday, the Twenty-ninth of March

nineteen hundred and fifty-four

seven-thirty o'clock

Black or white tie

1953-1954 Nominees for
OVERSEAS PRESS CLUB AWARDS

Best Consistent Reporting from Abroad

JOSEPH and STEWART ALSOP, *NY Herald Tribune Syndicate*
EDMUND STEVENS, *Christian Science Monitor*
ALEXANDER CAMPBELL, *Time*
A. T. STEELE, *NY Herald Tribune*
DREW MIDDLETON, *NY Times*
ROBERT TRUMBULL, *NY Times*

Best Consistent Radio Reporting from Abroad

FRANK BURGHOLZER, *NBC*
DAVID SCHOENBRUN, *CBS*
JOHN RICH, *NBC*
HOWARD K. SMITH, *CBS*

Best Consistent Television Presentation of Foreign Affairs

JOHN DALY, *ABC*
EDWARD R. MURROW, *CBS*
DOUGLAS EDWARDS, *CBS*
JOHN CAMERON SWAYZE, *NBC*

Best Press Interpretation of Foreign News

CARROLL BINDER, *Minneapolis Tribune*
WILLIAM L. RYAN, *Associated Press*
HOWARD P. WHIDDEN, *Business Week*
RAY STEINBERG, *Time*
JOSEPH C. HARSCH, *Christian Science Monitor*
WALTER LIPPMANN, *NY Herald Tribune Syndicate*

Best Radio Interpretation of Foreign Affairs

MARTIN AGRONSKY, *ABC*
PAULINE FREDERICK, *NBC*
ERWIN D. CANHAM, *ABC*
H. V. KALTENBORN, *NBC*
ELMER DAVIS, *ABC*
ERIC SEVAREID, *CBS*

Best Photographic Reporting from Abroad on Foreign Affairs

DAVID CICERO, *INS*
HOWARD SOCHUREK, *Life*
MICHAEL ROUGIER, *Life*
GARY STINDT, *NBC*
PETER HOPKINSON, *March of Time*

George Polk Memorial Award

FOR COURAGE, INTEGRITY AND ENTERPRISE ABOVE AND BEYOND THE CALL OF DUTY

Because of the lack of suitable candidates, the Awards Committee decided to make no nominations this year.

Opening of the Certified Tally
of the

1953-1954 AWARDS

It is expected that the distinguished candidates nominated will be present to hear initial announcement of winners and receive their awards.

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The Correspondents Fund is established by the Club to meet urgent needs of men and women who have served the American Press and Radio abroad and where necessary to aid the families of those correspondents who have given their lives.

(A complete list of Honor Guests and Speakers will be announced in the press.)

Don Rice

Secretary of State John Foster Dulles (left) with J. Clifford Stark, president of the Overseas Press Club of America, and Dr. Karl Gruber, Austrian Ambassador, at last night's fifteenth annual awards dinner of the club at the Waldorf-Astoria.

Alsops and Lippmann Win Top Overseas Press Awards

Writers for the New York Herald Tribune won the Overseas Press Club awards for the best consistent reporting and the best press interpretation of foreign news in 1953, it was announced last night. The first went to Joseph and Stewart Alsop and the second to Walter Lippmann. It was the third time the Alsop brothers had won this award.

The awards were announced at the fifteenth annual awards dinner at the Waldorf-Astoria by John Barkham, managing editor of "Coronet" magazine and chairman of the awards committee.

Radio & TV Awards

Other winners were:

Howard K. Smith, of the Columbia Broadcasting System, for the best consistent radio reporting from abroad.

Edward R. Murrow, of CBS, for the best consistent television presentation of foreign affairs.

Elmer Davis, of the American Broadcasting Co., for the best radio interpretation of foreign news.

Michael Rougier, of "Life" magazine, for the best photographic reporting from abroad.

No Polk Memorial Prize

There was no George Polk Memorial Award this year, because of a "lack of suitable candidates," Mr. Barkham explained. This $500 cash award is given only in recognition of courage, integrity and enterprise above and beyond the call of duty.

Last night's winners received a bronze plaque and a gold watch. Mr. Murrow also received a gold membership card for his work in heading the campaign for the Memorial Press Club, scheduled to open in August at 35 E. 39th St.

Mr. Murrow received an ovation each time he arose to accept his honors, and especially after Mr. Barkham referred to him as "a man who recently added a whole new dimension to television, a man who boldy stepped in where everone else feared to tread." This was an obvious reference to Mr. Murrow's recent analytic television studies of the career of Sen. Joseph R. McCarthy.

Page One Award
May 14, 1954
Year 19:10

EDWARD R. MURROW
485 Madison Avenue
New York, New York

May 3, 1954

Dear Mr. Rosenstock:

I am indeed honored to have been selected to receive the Newspaper Guild's Public Affairs Award and am deeply grateful to you and your panel of judges.

I very much regret that I am unable to attend the PAGE ONE BALL on Friday, May 14, for the reason that I have a radio broadcast and a television program that night. I shall hope to be able to stop in briefly at the Ball between my programs, but as my secretary explained to Mr. Nelson, I am not at all sure at the moment that I shall be able to do so.

Sincerely yours,

/s/ E. R. Murrow

Mr. Arthur Rosenstock, President
Newspaper Guild of New York
133 West 44th Street
New York 36, New York

dm

cc: Mr. Ted Nelson

PAGE ONE BALL • 1954

HOTEL COMMODORE **FRIDAY, MAY 14, 1954**

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WARREN HALL, *American Weekly*
JIM HURLEY, *Mirror*
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NICK KENNY, *Mirror*
DOROTHY KILGALLEN, *Journal-American*
LOUIS KRONENBERGER, *Time*
JOHN LARDNER, *Newsweek*
MIKE LEE, *L. I. Press*
A. J. LIEBLING, *New Yorker*
LEONARD LYONS, *Post*
FRANK MACMASTER, *L. I. Press*
LOU O'NEILL, *L. I. Star-Journal*
DAN PARKER, *Mirror*
ROSE PELSWICK, *Journal-American*
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VICTOR RIESEL, *Mirror*
VERNON RICE, *Post*
BEN ROSENBERG, *Post*
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THOMAS H. WENNING, *Newsweek*
LINCOLN WERDEN, *Times*
EARL WILSON, *Post*
ARCHER WINSTEN, *Post*
EDDIE ZELTNER, *Mirror*

May 12, 1954

Mr. Edward R. Murrow
CBS Television
485 Madison Ave.
New York, N. Y.

Dear Mr. Murrow:

I am enclosing an honored guest card for you and one other, which will ease your way into the guest room on Friday evening. Please read the instructions on the reverse side carefully and follow precisely as it will avoid any unpleasantness.

We look forward with much pleasure to seeing you on Friday evening.

With best personal regards, I am

Cordially yours,

Ted Nelson

TED NELSON
DIRECTOR

TN/sm
Enc.

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PAGE ONE BALL • 1954

HOTEL COMMODORE **FRIDAY, MAY 14, 1954**

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DANTON WALKER, *News*
RICHARD WATTS, JR., *Post*
THOMAS H. WENNING, *Newsweek*
LINCOLN WERDEN, *Times*
EARL WILSON, *Post*
ARCHER WINSTEN, *Post*
EDDIE ZELTNER, *Mirror*

April 7, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow

We wish to formalize our PAGE ONE Award to you in the field of Public Affairs--our highest Award.

Our telegram to you may have appeared a bit cold, but we are sure you realize that immediately upon a decision of the judges, releases went out over the wires to all sources of communications and we wished you to have notice at least simultaneously.

It has been practice for us to give the awards on the night of our PAGE ONE BALL which this year will be held Friday, May 14 at the Commodore Hotel. Honored guest cards will be sent to you well in advance which will ease your way into the guest room on the night of the Affair.

We should like to congratulate you as quite a large panel from the Newspaper Guild participated in the deliberations.

Hoping to have the pleasure of your accepting the award, we are

Cordially yours,

Arthur Rosenstock, President
NEW YORK NEWSPAPER GUILD

Ted Nelson, Director
PAGE ONE

428

426
530

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W. P. MARSHALL, PRESIDENT

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EDWARD R MURROW, CBS=

DELIVER=

Regrets.

YOU HAVE BEEN HONORED BY THE NEWSPAPER GUILD OF NEW YORK IN THE FIELD OF PUBLIC AFFAIRS = OUR HIGHEST AWARD= THE AWARD WILL BE PRESENTED ON FRIDAY NIGHT, MAY 14 AT THE COMMORDORE HOTEL= MAY WE EXPECT YOU QUESTION= LETTER FOLLOWS=

ARTHUR ROSENSTOCK PRESIDENT NEWSPAPER GUILD OF NEW YORK TED NELSON DIRECTOR OF PAGE ONE=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Joseph E. Connor
Speech Award

Awards

✓ Phi Alpha Tau
National Speech
Fraternity, Emerson
College
April 24, 1953

June 4, 1953

Dear Mr. Roberts:

I hope you will forgive me for not having written you before now. My colleague, Charles Ashley, delivered the Joseph E. Connor Memorial Cup and I am indeed proud to have it as one of my prized possessions.

Sincerely yours,

Mr. Allan W. Roberts
Phi Alpha Tau
Emerson College
Boston, Massachusetts

nic

Awards
S.O.

APRIL 22, 1953

MR. ALLAN W. ROBERTS
PHI ALPHA TAU
EMERSON COLLEGE
BOSTON

MR. MURROW IN WASHINGTON ASKED ME TELL YOU HIS SINCERE REGRETS SCHEDULE OF COMMITMENTS THERE HAVE ALLOWED HIM NO OPPORTUNITY TO ACCOMPLISH RECORDING FOR CONVOCATION ON FRIDAY. HE HOPES YOU WILL NOT CONSIDER THIS AN INDICATION OF LACK OF GRATITUDE AND REPEATS HIS SINCERE APPRECIATION TO YOUR MEMBERS.

DOROTHY MCDONOUGH
SECRETARY

1-43-7

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W. P. MARSHALL, PRESIDENT

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BAO 24

1953 APR 19 AM 4 01

LSA109 NL=NFD=TDB MEDFORD MASS 18=

EDWARD R MURROW, COLUMBIA BROADCASTING SYSTEM=

485 MADISON AVE NYK=

WOULD IT BE POSSIBLE FOR YOU TO MAKE A SHORT RECORDING ACCEPTING THE JOSEPH E CONNOR MEMORIAL AWARD FOR 1952 RECORDING WOULD BE PLAYED BACK AT CONVOCATION ATTENDED BY ENTIRE SCHOOL APRIL 24 PHI ALTHA TAU IS A NATIONAL SPEECH FRATERNITY AND YOUR AWARD IS BEING MADE FOR OUTSTANDING CONTRIBUTIONS TO SPEECH AND EDUCATION IN PAST YEAR IF ANY OTHER FACTS ARE NEEDED PLEASE DO NOT HESITATE TO CALL UPON US=

ALLAN V ROBERTS PHI ALPHA TAU FRATERNITY EMERSON COLLEGE 130 BEACON ST BSN=

Awards.

APRIL 9, 1953

PHI ALPHA TAU FRATERNITY
EMERSON COLLEGE
BOSTON, MASSACHUSETTS

I AM DEEPLY APPRECIATEVE OF THE AWARD MADE TO ME BY PHI ALPHA TAU AS COMMUNICATED BY ALLAN W. ROBERTS. REGRET EXCEEDINGLY THAT PRIOR RADIO AND TELEVISION COMMITMENTS NECESSITATE MY BEING IN WASHINGTON ON APRIL 24 WHICH MEANS THAT I SHALL BE UNABLE TO ACCEPT THIS AWARD IN PERSON. PLEASE EXPRESS MY DEEP APPRECIATION TO THE MEMBERS OF THE FRATERNITY.

EDWARD R. MURROW

1-43-7

WESTERN UNION

W. P. MARSHALL, PRESIDENT

...gram or ...gram unless its ...ferred character is ...dicated by a suitable symbol above or preceding the address.

FX-1201

1435 ... MAR

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = Int'l Letter Telegram
VLT = Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

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B-30A239 NL PD=MEDFORD MASS 27=

EDWARD R MURROW, COLUMBIA BROADCASTING SYSTEM=

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PHI ALPHA TAU NATIONAL SPEECH FRATERNITY AT EMERSON COLLEGE IN BOSTON MASSACHUSETTS IS HAPPY TO ANNOUNCE THAT YOU ARE THE WINNER OF THE FIRST ANNUAL JOSEPH E CONNOR SPEECH AWARD THIS AWARD MADE FOR YOUR OUTSTANDING CONTRIBUTION TO SPEECH AND EDUCATION IN THE PAST YEAR CAN YOU ACCEPT AWARD FRIDAY MORNING APRIL 24TH AT THE COLLEGE IS IT POSSIBLE TO ORIGINATE YOUR BROADCAST THAT EVENING FROM COLLEGE FM STATION PLEASE CONTACT PRESIDENT

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

W. P. MARSHALL, PRESIDENT

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1 B SO A 239

MCKINLEY AT COLLEGE 130 BEACON STREET=

ALLAN W ROBERTS CHAIRMAN AWARD COMMITTEE=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

Philadelphia Fellowship Commission
March 24, 1954

March 17, 1954

PHILADELPHIA FELLOWSHIP AWARD TO MURROW

Edward R. Murrow, CBS Radio and CBS Television news broadcaster, will receive the National Award of the Philadelphia Fellowship Commission on Wednesday, March 24 at a dinner assembly in the Bellevue-Stratford Hotel, at which he will be a speaker.

Clarence E. Pickett, president of the commission, said that the award is being made to Mr. Murrow for his "outstanding and enduring contributions to the promotion of human dignity, security and freedom" through press, radio and television.

Mr. Murrow is heard five evenings a week on CBS Radio's "Edward R. Murrow with the News." He is seen twice weekly on the CBS Television programs "Person to Person" and "See It Now."

Widely honored by radio, press and national civic groups during his 16 years on the air, Mr. Murrow is the holder of five honorary college and university degrees, and will receive his sixth from Hamilton College in June.

* * *

National Fellowship Commission March 24, 1954

PHILADELPHIA FELLOWSHIP COMMISSION

REPORT to the COMMUNITY

Vol. V | MARCH, 1954 | No. 4

Enrollment Workers And Members Set To Hear TV's Top Personality At "Press For Freedom" Dinner

Tribute to Dr. Cushman

The great loss sustained by the public schools of Philadelphia in the recent death of Dr. C. Leslie Cushman, former associate superintendent is shared completely by the Fellowship Commission.

Probably no figure in public education in the U. S. exemplified more fully or shared more completely the aims and ideals of the Fellowship Commission in the development of the science and art of good human relations.

From the time Dr. Cushman entered the school system until after his retirement for reasons of health he worked incessantly in school and community to establish a fine climate of human relations among people of all races, nationalities and religions.

Out of a wide breadth of interest and fullness of views he provided sensitive and intelligent guidance for the community.

No wonder the Fellowship Commission presented its second annual award to Dr. Cushman and is richer because he worked with us.

Mayor Honorary Chairman March 24

Edward R. Murrow, who will receive the national Fellowship Commission award and speak at the "Press for Freedom" dinner Mar. 24, has received two of television's most coveted awards since it was announced he will participate in the 1954 joint membership enrollment finale.

Edward R. Murrow

The Academy of TV Arts and Sciences named him the outstanding TV personality of 1953, which is equivalent to the famous "Oscars" of motion picture industry.

Look Magazine named his "See It Now" program both the best news program and the best public affairs program.

Murrow's speech, which will be delivered at the Bellevue-Stratford Hotel, will not be broadcast or telecast.

With Mayor Joseph S. Clark, Jr., as honorary chairman, the dinner program will pay tribute to contributions to human dignity, security and freedom through the mediums of press, radio and television.

A thousand people are expected to attend. Each guest will represent at least $25 in membership contributions *given* or *raised* for the Fellowship Commission and Fellowship House this year. In addition, each person will pay $4.00 for his dinner.

Regularly using his programs to advance principles espoused by the Fellowship Commission and Fellowship House, Murrow recently "scored" spectacularly in two civil rights cases.

His celebrated presentation probably was the key factor in clearing Air Force Lieutenant Milo J. Radulovich of flimsy "security risk" charges.

He also publicized the American Civil Liberties Union's fight to hire a meeting hall in Indianapolis.

In both cases Murrow simply presented the facts and let them speak for themselves. The results were clear-cut victories for civil rights.

Philadelphia radio and television newsmen have said about Murrow: "Greatest editorialist of our time," "A real humanist who has done more in the Fellowship field than anyone else," "Most distinguished newsman in the business."

FLASH

Yaroslav Chyz, associate director of the Common Council for American Unity, has been selected as one of four additional press, radio and TV personalities to receive citations for national contributions at the "Press for Freedom" dinner. Since 1942 Chyz has been director of a press service in twenty-five languages for the foreign language papers of America.

Supervisors Begin Leadership Seminar

A new series of four weekly seminars on Leadership Problems in Human Relations began Feb. 25 for professional supervisors of the public schools.

Enrolled are supervisors of the child study, fine and industrial arts, home economics, pupil personnel and counselling, secretarial and special education divisions.

Led by Dr. H. H. Giles, the seminars were organized through the curriculum office in cooperation with the Association of Professional Supervisors.

Dr. H. H. Giles (standing) opens Human Relations Leadership Seminar for professional supervisors at Fellowship Commission Building, February 25.

Membership Enrollment Workers Quicken P

Groups Cited For Years Of Fellowship Service

Some 155 organizations which have served Fellowship in Philadelphia for five or more years were honored at a rally for Organizations Division workers Feb. 25.

Mrs. Hattie B. Morrisey and Mrs. Ruth Welles, division co-chairmen, presented certificates of recognition to the representatives of the organizations.

Emil F. Goldhaber, also a co-chairman, was master of ceremonies.

Members of the executive committee of the division—Mrs. Lewis M. Stevens, Mrs. Samuel Cohen, Mrs. Joseph L. Williams, Mrs. Albert Sussman and Mrs. Leonore Young—read histories of activities of the years in which the organizations first affiliated with Fellowship.

The program included a slide film story of the Fellowship Commission and Fellowship House by Mrs. Raymond H. Love, songs by the Fellowship House Quartette and group singing led by Mrs. Mary Constantine.

Maurice B. Fagan urged the organizations' representatives to expand the work and support of the Fellowship Commission and Fellowship House to a wider group of individuals and organizations.

Organizations honored included thirty-nine school and home and school association groups, thirty-five service groups, thirty-four lodges, thirty-two religious organizations, eight fraternal groups and seven labor unions.

The text of the certificates read: "Philadelphia Fellowship Commission presents this certificate of recognition in appreciation of five years of service to Fellowship in Philadelphia."

They were signed by Clarence E. Pickett, president of the Fellowship Commission.

ORGANIZATIONS DIVISION SEEKS $25,000 GOAL

Seventeen members of the Executive Committee met Jan. 21. Seated, left to right, are Mrs. Raymond Love, women's clubs; Miss Barbara Green, Pilot Club; Mrs. Ruth Welles, Emil F. Goldhaber and Mrs. Hattie B. Morrisey, division co-chairmen; Mrs. Willard C. Shepard, Episcopal women; and Mrs. Samuel Cohen, women's clubs. Standing are Mrs. Mary Constantine, assistant director of the Fellowship Commission; Edgar Rolle, Jewish War Veterans; I. I. Azimow, B'nai B'rith men; Mrs. John J. Troy, Business and Professional Women's Club; Mrs. Joseph L. Williams, sororities; Mrs. Albert Sussman, National Women's League of the United Synagogue; Mrs. Lewis M. Stevens, religious groups; Mrs. Leonore Young, schools; Mrs. Francis Heed Adler, women's clubs; Maurice B. Fagan, executive director of the Fellowship Commission; Bernard Glantz, schools; Miss Jane Bishop, organizations secretary of the Fellowship Commission; and Mrs. Morris Mazer, American Jewish Congress women.

Accepting a goal of $25,000 as its job in the 1954 joint membership enrollment, the Organizations Division plans to approach over a thousand Philadelphia organizations for group and individual memberships by March 24.

The division got off to a flying start by the time of its second executive committee meeting Feb. 11 when nearly twenty percent of its goal, or $4,400, was reported.

Members of the executive committee, not shown in the above photograph, are Mrs. Florence Goldberg, American Jewish Congress; Mrs. William E. Ehrlich, B'nai B'rith women; Irving Shull, Brith Sholom; Mrs. Marshall Shepard, Baptist Churches; Mrs. Thomas A. Williams, African Methodist Episcopal Churches; Mrs. Chauncey Harllee, clubs and associations; and David L. Cupersmith, Judaic Union.

Also, Dr. David Danetz, Professional Circle; Miss Lyda Ickler, schools; Mrs. Herman R. Goldberg, synagogue sisterhoods; Samuel Horowitz, synagogue men's clubs; and Mrs. Theodore Boonshaft, Women's American ORT.

Early reports from division chairmen read like this: "Club center records made available to enrollment workers"—"Encouraging response from twenty clubs and associations"—"Sixty-five schools have sent in contributions."

"Enrollment kits already in the hands of forty-eight sisterhoods"—"Thirty-six churches covered"—"Forty-nine women's chapters telephoned"—"Eighteen veterans posts being followed up."

Seated in first five rows are representatives of many of the 155 organizations which received citations of recognition for five or more years service to Fellowship in Philadelphia. Presentations were made at a rally of Organization Division workers, February 25.

LEATHER GROUP LEADS AS ENRO

By the end of February receipts of the 1954 joint n nearly twenty-seven per cent of the goal.

Councilman Lewis M. Stevens, associate chairman, p it was revealed that six industrial and professional grou of goals achieved.

Leading group was the leather industry with fifty-nine president of the Newton Elkin Shoe Co., is chairman. O

Group	Chairma
Attorneys	Michael von M
Physicians	Dr. Camille J. S
Osteopathic Physicians	Dr. Victor R. F
Men's Clothing	Joseph B. Seitch
Children's Clothing	Leo M. Rosenau

Another report luncheon was scheduled for Friday, expected by that time and very wide coverage being ac would be much nearer its goal on that date.

The Murrow-"Press for Freedom" dinner and the de spur workers' efforts during the final days of the enrollm

n Pace As "Press For Freedom" Dinner Nears

$15,000 Is Goal Of "Mr. & Mrs." Group

Objective of the "Mr. and Mrs." division is to raise $15,000 by enrolling husbands and wives and families as "Fellowship Families."

Launching the division's effort Feb. 1 at the Fellowship Commission building were co-chairmen Mr. and Mrs. John Facenda who entertained over a hundred division workers.

They will carry the Fellowship message to all the neighborhoods of Philadelphia and vicinity.

Dr. A. Herbert Haslam, administrator of Fellowship House, presented a slide film story about the Fellowship Commission and Fellowship House at the opening meeting.

"Mr. and Mrs." memberships are $10 per year.

Mr. and Mrs. John Facenda (left front), co-chairmen of the "Mr. and Mrs." Division, add their voices to the Fellowship House Quartette at the opening meeting of the division effort.

TV, RADIO STATIONS PUSH ENROLLMENT

All television and radio stations are cooperating again in the promotion of the joint membership enrollment.

Announcements urging listeners to send contributions to Fellowship Fund, Box 55, Philadelphia 5, have been heard periodically since Feb. 15.

An innovation this year was the production of musical "ads" by Miss Nettie Mae Merritt.

Phil Dauber collaborated as announcer in making the twenty and thirty-second films and recordings for television and radio.

Miss Dorothy Anderson of the Fund staff inaugurated the weekly "Behind the Scenes" program over station WDAS, giving Fellowship speakers many opportunities to reach the radio audience.

Dr. Lincoln Harter of the University of Pennsylvania devoted a full half-hour forum program over WPWA, Chester, to the Fellowship Commission and Fellowship House.

These are but a few of the ways in which Philadelphia broadcasters and telecasters have assisted.

Miss Nettie Mae Merritt, shown at Photo Arts Studio, as she makes filmed and recorded musical announcements to promote the membership enrollment on TV and radio.

MEMBERSHIP ENROLLMENT PROMOTED AT GIMBELS

Thousands of people visiting Gimbels seventh floor from Feb. 22 to Mar. 6 passed the membership enrollment information booth operated by the Organizations Division.

Made possible by Miss Dorothea W. Sitley and Christian Mattie of Gimbels, the booth was in one of the busiest locations in the store.

Fifteen Organizations Division workers staffed the booth, with three volunteers on duty daily.

Fellowship Commission and Fellowship House brochures, membership enrollment blanks and brochures and information about the "Press for Freedom" dinner were distributed.

S ENROLLMENT PASSES $40,000

54 joint membership enrollment had passed $40,000,

airman, presided at a report luncheon Feb. 19 when ional groups had taken an early lead in percentages

fifty-nine per cent of its quota reported. A. H. Bogutz, airman. Other leading groups were:

Chairman	Per Cent of Goal
el von Moschzisker	49%
amille J. Stamm	47%
ictor R. Fisher	47%
n B. Seitchik	45%
I. Rosenau	40%

or Friday, March 12. With many larger contributions e being achieved, it was hoped that the enrollment

and the desire to be dinner patrons are expected to he enrollment.

Five-year-old Josephine Acello, daughter of Mr. and Mrs. Anthony Acello (right) of 1729 S. 10th St., gets membership information at the information center on the seventh floor of Gimbels. Organizations division workers who staffed the booth February 22 were Mrs. Samuel Jaffe, Mrs. Lewis M. Stevens, Mrs. Samuel Cohen and Mrs. Hattie B. Morrisey.

"Jury" Proposal Goes To Political Leaders

Republican and Democratic city chairmen have received the proposal for creation of a fair election practices "jury."

At press time a meeting of the Fair Election Practices Committee with the party heads had been scheduled for early March.

Democratic and Republican parties and the Fellowship Commission would name four persons each to the "jury" which would seek to minimize unwarranted racial, religious and nationality issues in campaigns.

Basic to the plan is non-partisan enforcement because offenses never have been confined to one party or group of candidates.

One of the functions of the "jury" would be to decide cases of violations, many of which might be borderline situations of improper appeals to specific groups.

Turning over of responsibility for maintenance of election standards to the "jury" will be the culmination of ten years of pioneering in this field by the Fellowship Commission.

The Fellowship Commission's code has been endorsed repeatedly by both parties.

The Fair Election Practices Committee will continue to function, but more as a citizens' group interested in the work of the more "official" body.

Council Plans Meeting In West Philadelphia Mar. 30

"Juvenile Delinquency in a Changing Neighborhood" will be the subject of a public meeting at the West Branch YMCA Tuesday, March 30, at 8 p. m.

Sponsored by the West Philadelphia Fellowship Council, the program will include a panel discussion moderated by Stanley Gomberg, assistant district attorney.

The Rev. Donald Ottinger, chairman of the Council, will preside.

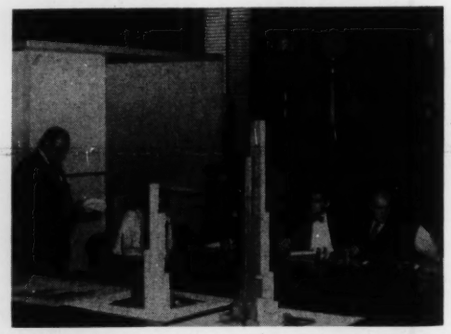
Planning committee members are Miss Ollie Branham, Dr. Abram Maimon, Mrs. Ruth Pierce and Randolph Walker.

Views Stated on Housing and Charter

Twice during February the Fellowship Commission expressed its views on proposed ordinances before committees of City Council.

Supporting the new housing code drafted by the Philadelphia Housing Association, Dr. William H. Gray, Jr. pointed out that the real causes of deteriorating neighborhoods often are ignored while the race, religion or nationality of the residents is blamed unfairly.

Overcrowding, age, lack of vigorous enforcement of the Housing Code and lack of clear cut responsibility for maintenance were among the basic causes of deterioration cited by Dr. Gray.



Dr. William H. Gray, Jr. (left), chairman of the Fellowship Commission's Committee on Democracy in Housing, supports proposed new housing code before City Council's Committee on Licenses and Inspection February 3.

He also blamed deterioration in part on "racial and religious discrimination which forces people to reside in overcrowded homes."

The statement declared that the proposed code "must inevitably benefit every human being in the community except possibly those who place profit above human dignity, growth and security."

Creation of an advisory body with the two-fold purpose of hearing hardship cases and recommending any needed changes in the Code also was recommended.

Charter Amendments

Later in the month David L. Ullman spoke for the Fellowship Commission in opposition to the so-called "Charter-wrecking" amendments.

Calling employment and advancement on merit "the best safeguards against racial, religious and nationality discrimination in the city government," he charged that some of the proposed amendments contain "threats to the concepts of employment on merit and equality of opportunity for all qualified persons.

"The patronage system would deny opportunities to many members of racial, religious and nationality groups," Ullman declared, because it "might completely deny opportunities to persons who do not happen to be politically active or fortunate enough to have selected the winning political party."

The Fellowship Commission representative urged at least six months of full discussion by the public and a vote on the proposed amendments at the next general election.

David L. Ullman (left), vice president of the Fellowship Commission, opposes proposed City Charter amendments before City Council's Committee on Law and Government February 15

OFFICERS AND STAFF

CLARENCE E. PICKETT, *President*
REV. GEO. A. TROWBRIDGE, *Honorary President*
MRS. JOHN J. CARLIN, *Vice-President*
DR. TANNER G. DUCKREY, *Vice-President*
DAVID L. ULLMAN, *Vice-President*
MRS. SADIE T. M. ALEXANDER, *Secretary*
DR. FRANK S. LOESCHER, *Treasurer*
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MAURICE B. FAGAN, *Executive Director*
MRS. MARY CONSTANTINE, *Assistant Director*
MAX FRANZEN, *Press, Radio & TV Director—Editor*
MRS. EDNA GULLINS, *Librarian*
WALTER C. WYNN, *Social Action Director*

PHILADELPHIA FELLOWSHIP COMMISSION
Fellowship Commission Building
260 SOUTH FIFTEENTH STREET
PHILADELPHIA 2, PA.

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"Press For Freedom" Issue

Mr. Murrow — See p. 1 Max Franzen

Philadelphia Fellowship Commission Award - March 24, 1953

CITY OF Philadelphia

JOSEPH S. CLARK, JR.
MAYOR

March 24

December 7, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Mr. Maurice B. Fagan, Executive Director of the Philadelphia Fellowship Commission has informed me that you will be present to receive the National Fellowship Award and to speak at the eighth annual Membership Enrollment Dinner on March 24th.

We are delighted that you are able to be with us and look forward with much pleasure to seeing you.

Sincerely yours,

Joseph S Clark Jr

Joseph S. Clark, Jr.
Mayor

JSCJr:EG

JOSEPH S. CLARK, Jr.
MAYOR

Thurs Nov. 19 3:30. Yes

OFFICE OF THE MAYOR
CITY HALL, PHILADELPHIA 7, PA.

October 23, 1953

Kingsley 5-8430

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

I am sure you will recall our telephone conversation earlier this year when we hoped you might be the guest of honor at the Philadelphia Fellowship Commission's 1953 Membership Enrollment Dinner. Clarence E. Pickett, President of the Fellowship Commission, Donald Thornburgh, President of Station WCAU, and I are delighted to advise you that you have been unanimously selected as the recipient of the Philadelphia Fellowship Commission's citation to a national leader who, through the use of press, radio and television, has made outstanding and enduring contributions to the promotion of human dignity, security and freedom.

These National Fellowship Awards are presented at the annual Membership Enrollment Dinners of the Philadelphia Fellowship Commission and Fellowship House attended by approximately one thousand leaders of Philadelphia's civic life and organizations. Previous recipients have been: Mrs. Eleanor Roosevelt, Ralph J. Bunche, Governor Alfred E. Driscoll, Carlos P. Romulo, Spyros Skouras, Clement R. Attlee, Paul G. Hoffman and others.

As Mayor of Philadelphia and honorary chairman of the Membership Enrollment Dinner, I am happy to join with the Fellowship Commission in this public expression of the appreciation of the citizens of Philadelphia for your life-long efforts to strengthen democratic human relationships and to bring about informed and mature discussion of world-wide needs and developments.

CBS Board meeting

We have tentatively reserved facilities for Wednesday, March 3, and Wednesday, March 24, 1954 in the hope that one of these dates will be convenient for you to be with us. Mr. Pickett and Maurice B. Fagan, Executive Director of the Fellowship Commission, would welcome an early opportunity to meet with you to outline the nature of the program at the 1954 Membership Enrollment Dinner which will stress the theme - "Press for Freedom." Mr. Fagan will telephone you in a few days for an appointment.

Mr. M. He called 10/26 and is waiting to hear from us. Dec'd

We believe that the communities of America should publicly express their appreciation to leaders such as yourself. We earnestly hope that you will make the necessary arrangements to be with us. We look forward with real anticipation to having you with us.

Sincerely,

Joseph S. Clark Jr.

Joseph S. Clark, Jr., Mayor

m.
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dec'd

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MISS MC DONOUGH

SECRETARY EDWARD R MURROW CBS

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Equal Treatment and Opportunity for All People

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FELLOWSHIP COMMISSION
260 SOUTH 15th STREET • PHILADELPHIA 2, PA. • Kingsley 5 8430

CLARENCE E. PICKETT
President

E M Pod
Broadcast
Letters
Award

Award & speech - March 24

November 23, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

We are delighted that you will find it possible to be with us on Wednesday, March 24, 1954, at the Bellevue-Stratford Hotel in Philadelphia to receive our National Fellowship Award. As you know, this will be the eighth annual Membership Enrollment Dinner. The first five were solely under the auspices of the Philadelphia Fellowship Commission and the last two under the joint auspices of the Fellowship Commission and Fellowship House. Mayor Joseph S. Clark, Jr. is the honorary dinner chairman and presided last year when Paul G. Hoffman was our guest of honor. Clarence E. Pickett, our President, will probably preside on March 24th when you will be with us. Approximately 1,000 civic and organization leaders attend our annual Membership Enrollment Dinners. Dress is informal and there is no solicitation of any kind at our dinners.

We understand and will respect your wishes that your remarks not be broadcast. We assume that you will make all the necessary arrangements with WCAU for your own broadcast that evening from the Bellevue-Stratford Hotel. If, however, there is anything at all that you wish us to do, please let us know. We would appreciate being advised as soon before March 24 as your plans are clear whether you plan to remain over night and whether, as we very much hope, you will find it possible to bring Mrs. Murrow with you. Max Franzen, our Press, Radio and TV Director, will be in touch with Miss McDonough about publicity materials, photograph, etc. Sent. dm.

Broadcast from room in hotel not dinner

Within the near future we will send you some data concerning the Philadelphia Fellowship Commission and Fellowship House merely for your personal information. We will, of course, advise you as soon as possible of the remaining details about the dinner meeting which will be on the theme - "Press for Freedom." As you know, we are anxious to stress the role and importance of the press, radio and television in safeguarding and strengthening personal freedoms and human dignity and also the ways in which individual citizens and civic organizations must "press for freedom" in order to

Radio/TV Mirror Awards
March 25, 1954

Radio

Radio-TV Mirror

April 7, 1954

Mr. Edward R. Murrow
COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue
New York City 22

Rec'd

Dear Ed:

Enclosed is the solid gold medal to mark the RADIO-TV MIRROR MAGAZINE reader-poll award, as announced to you in my letter of March 25. I am also enclosing a couple of extra copies of the May issue, which went on sale today. Your story is on P. 24.

The magazine is on sale for 30 days, and I would be most appreciative if you could devote a half minute sometime this week or next to acknowledging the award and story on the air and to thank all your fans.

(After seeing your April 6 show, our award seems to pale in significance, for it seems so inadequate to mark the kind of thinking to which you have dedicated your career.)

Thanks for any time on the air which you may offer to make our 21st year and our seventh annual poll a success. Congratulations and best wishes.

Sincerely,

Ron

Ron D. Salk
MACFADDEN PUBLICATIONS, INC.

RS/jh
Encl.: Gold Medal
2 RTVM

205 EAST 42 STREET NEW YORK 17, N. Y.

April 1, 1954

Dear Ron Salk:

Very many thanks for your letter. I am deeply honored to have been voted the Favorite News Commentator by the readers of "Radio-TV Mirror Magazine." Thanks also for your offer to make a formal presentation on my program, but since all my programs have to do with news we have to follow consistently a policy of not accepting, on the air, awards of any kind. I am sure you will understand.

Sincerely yours,

Mr. Ron D. Salk
Radio-TV Mirror Magazine
205 East 42 Street
New York 17, New York

rh

Award

Radio-TV Mirror

March 25, 1954

Mr. Edward R. Murrow
CBS
485 Madison Av.
New York City

Dear Ed:

There is an announcement of special interest to you on Page 3 of the attached copy of RADIO DAILY-TELEVISION DAILY for March 19. This ad, which also appears this week in SPONSOR and VARIETY, announces the only national poll in which radio and television audiences register their personal choices.

It gives us great pleasure to send you the following advance information about RADIO-TV MIRROR MAGAZINE's awards for 1953-54. In this Seventh Annual poll the readers voted:

EDWARD R. MURROW their FAVORITE RADIO NEWS COMMENTATOR

In the enclosed advance copy of May RADIO-TV MIRROR MAGAZINE, which goes on sale April 7, you will find the complete story of this year's awards.

On or shortly after April 7 the solid-gold medals and the certificates, both personally inscribed, will be presented to winners. This recognition is always of great interest to listeners, and we would very much appreciate having the presentation made on the program, thereby giving winners an opportunity to thank all those who voted for them. In the meantime, may we ask that this information remain confidential until April 7.

No.

Thank you for your cooperation, which means so much to the success of these reader-sponsored awards.

Sincerely,

Ron D. Salk

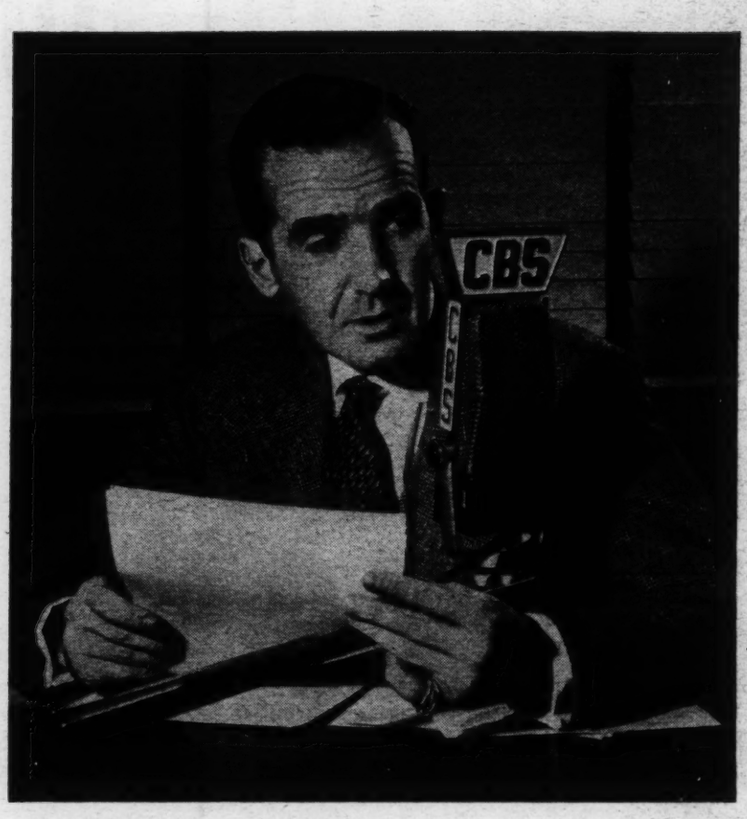
Ron D. Salk
MACFADDEN PUBLICATIONS, INC.

RS/jy
Encl.

205 EAST 42 STREET NEW YORK 17, N. Y.

REPORT FROM THE

Behind the scenes, Edward R. Murrow is every bit the man you'd expect him to be



Weekends at their farm in Pawling, New York, find Ed and Janet Murrow ever busy with home improvements.

WHAT MANNER of man is Edward R. Murrow? Because he is a vice-president and member of the Board of Directors of CBS, in addition to being an active news commentator, interviewer and editor-producer—does this mean he is a typical harried executive, a temperamental, impossible-to-see personality? Certainly not. Ed Murrow is an honest-to-goodness, down-to-earth person with his own share of likes and dislikes—a man whom everyone feels honored to know.

Ed, who is at ease with presidents and kings, with famous people the world over, will lean back in his swivel chair, put his feet up on his desk and say, "I'm not an executive. Budgets, in-baskets and out-baskets aren't for me. After a year and a half (as an executive), I returned to broadcasting, where I belong." And, when he is eulogized as a news commentator, he replies, with typical modesty, "I try to be a reporter. A commentator is a kind of oracle, and I am never sure I'm right."

Recalling his pre-college days, when he was a crack logger and timber cruiser, Ed says, "Even now, I'm probably more proficient with an ax than I am with a typewriter." (Because he's still a two-finger typist, he prefers to dictate his stories.) But that's unimportant to the millions he reaches with his warm, persuasive voice and memorable phrases, to those who consider him the greatest news commentator of our time. And if this should ever give Ed cause for an inflated ego, he only has to remember his father's attitude toward his job: "My father does not go so far as to say that there's something dishonest about a man making a living merely by talking. But he does think there's something doubtful about it."

There's no need for doubt when Ed is at the mike but, in private, his friends have learned to heed what he says with caution—especially when he indulges in one of his favorite pastimes: telling tall tales of unlikely happenings to famous people. But that is the human side of Ed Murrow. . . . Just as typical—though perhaps not as "human"—is his penchant for driving fast. During World War II, while Ed was in London, newsman Elmer Davis once commented on this love for speed. "I had heard of the horrors of war," said Mr. Davis, "but

RADIO-TV MIRROR AWARDS FOR 1953-54

FAVORITE RADIO NEWS COMMENTATOR

HEART

I didn't know they included Ed Murrow's driving!"

As for his likes and dislikes, Ed finds that he hasn't much time to indulge in either these days. But if he gets a spare moment, he likes to vary his heavy reading schedule with an occasional detective story. Ed reads fast and, although he has a very retentive memory, he never remembers birthdays or anniversaries.

Weekends, Ed has a little more time to himself. Comes Friday night, he and his wife Janet, whom he calls "Kuchen" (German for "cook"), and son Casey ("My best friend," says Ed), take off for their farm in Pawling, New York, where Ed enjoys doing all the chores that befall a gentleman farmer. On occasion, Ed also manages to get in a round of golf, a good hand of poker, or a game of darts—all of which he plays in better-than-average style.

People constantly marvel at Ed's at-ease quality with the greatest figures of our time, but actually beneath his poker-faced calm he is always nervous and tense. But his outward serenity has come from years of self-discipline, from keeping in mind a bit of advice given to him by Judge John Bassett Moore of the World Court, who told Ed: "When you meet men of great reputation, your judgment of them will be greatly improved if you view them as though they were in their underwear."

In the field of achievement, Ed Murrow has had a front-row seat for some of the greatest news events in history. He has won more than fifty awards and has had honorary doctorates conferred on him by six universities. Typical of the endless words of praise that have come his way are those of William S. Paley, Chairman of the Board of CBS, who called Ed "a man fitted to his time and to his task, a student, a philosopher, at heart a poet of mankind and, therefore, a great reporter." And, as the immortal Carl Sandburg added: "an inquirer, actor, ponderer, seeker." This . . . is Edward R. Murrow.

Edward R. Murrow And The News, heard on CBS Radio, M-F, 7:45 P.M.; *Person To Person*, CBS-TV, Fri., 10:30 P.M.; multiple sponsorship. *See It Now*, on CBS-TV, Tues., 10:30 P.M., sponsored by Aluminum Co. of America. (All EST)

"Yes, I use Lustre-Creme Shampoo," says Jane Russell. It's the favorite of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into rich lather, even in hardest water . . . leaves hair so easy to manage.

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Hollywood's favorite Lustre-Creme Shampoo

Never Dries—
it Beautifies!

Jane Russell starring in "THE BIG RAINBOW"

An RKO Radio Picture. Color by Technicolor

Radio-TV *Mirror*

April 16, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Mr. Murrow:

Enclosed you will find the certificate which is a token of the Radio-TV Mirror Gold Medal Award which was presented to you as America's favorite news commentator.

Heartiest congratulations, also, for receiving the coveted Peabody Award. We were all quite pleased with the choice.

Best wishes for a very happy holiday.

Cordially,

Shelly

Shelly Science
Macfadden Publications

SS JP

205 EAST 42 STREET NEW YORK 17, N. Y.

IN THE ANNUAL AWARDS POLL CONDUC

RADIO-TV MIRR

AMERICAN RADIO LISTENERS HAVE CH

Edward R. Murrow

AS THEIR

FAVORITE NEWS COMMENTATOR

Fred R Sammis

EDITOR-IN-CHIEF
RADIO-TV MIRROR MAGAZINE

Ann Higginbotham

EDITOR
RADIO-TV MIRROR MAGAZINE

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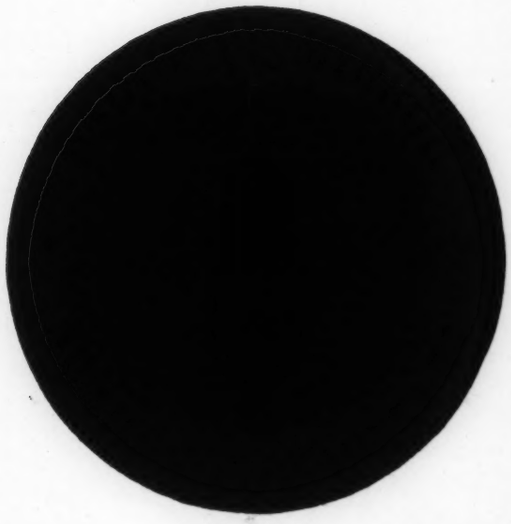


Award Roosevelt College Association of Founders + Friends

May 7, 1954

Press Information
485 Madison Ave., New York 22, N.Y.

May 7, 1954

For Release Monday, May 10

EDWARD R. MURROW TO RECEIVE ROOSEVELT COLLEGE AWARD
FOR DISTINGUISHED SERVICE TO PRINCIPLES OF DEMOCRACY

Edward R. Murrow will be presented with the 1954 award for "distinguished service to the principles of American democracy" by Roosevelt College in Chicago, it was announced today by the institution's Association of Founders and Friends. Mr. Murrow will receive the award at the ninth anniversary celebration of the college at Chicago's Conrad Hilton Hotel, Wednesday, May 26. The theme of the anniversary is "A Free Press...A Free People."

Murrow's CBS Television programs are "See It Now," Tuesdays from 10:30-11:00 PM, EDT, and "Person to Person," Fridays, 10:30-11:00 PM, EDT. He has a daily CBS Radio news program from 7:45-8:00 PM, EDT, and presents the CBS Radio program "This I Believe."

* * *

HUGH A. KUHN, M. D.
HEDWIG S. KUHN, M. D.

EYE, EAR, NOSE AND THROAT
112 Rimbach Street
HAMMOND, INDIANA

Telephone
SHEFFIELD 435

May 24, 1954

Mr. Edward R. Murrow
c/o Mr. Harland Allen
Harland Allen Associates
28 E. Jackson Blvd.
Chicago 4, Illinois

Dear Mr. Murrow:

This is just a note of congratulations of the award that you so richly deserve and which you are receiving Wednesday night from Roosevelt College. Had hoped very much to be there to help to honor you but Wednesday evening is the one evening in the week that I can get no place at all.

Your continued cooperation in making it possible for me to send "This I Believe" to G.I.s overseas is deeply appreciated. I believe we have now sent out over a 1,000 copies, and every new overseas G.I. that we add to our large "family" (and this is to the tune of about 20 or 25 a month) receives your book with his first contact.

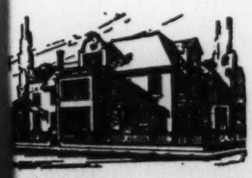
Congratulations. All power to you not only in this project but also in the effective and sturdy position you are taking with reference to controversial and difficult matters where the facts are brought out all too rarely.

Sincerely,

Hedwig S. Kuhn

HEDWIG S. KUHN, M.D.

HSK:as



May 17, 1954

Dear Mr. Burnette:

I am sorry not to have replied before this to your letter of May 7, but we have just now got everything worked out for Mr. Murrow's visit to Roosevelt College.

He is arriving at 2:15pm on American Airlines Flight 205. As to the hotel, he agrees that the Hilton would be best, and much to his regret, he will be alone. Mrs. Murrow is unable to arrange to come, and as you of course know by now, Mr. Davis will not be with you.

Mr. Murrow couldn't think of any friends he would like invited to the dinner and promises he will himself turn up as promptly as possible after his broadcast at 7:00. I think I should also tell you, just for your information, that Mr. Murrow has accepted an invitation to appear on a television program at 10:45pm which merely means he will be unable to linger after the dinner.

I do hope I've covered everything, but if not, please don't hesitate to call me.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Mr. Wells D. Burnette
Roosevelt College
430 S. Michigan Avenue
Chicago, Illinois

ROOSEVELT
COLLEGE
430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

OFFICE OF THE
PRESIDENT

TELEPHONE
WABASH 2-3580

May 7, 1954

Miss McDonough
Secretary to Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Miss McDonough:

President Sparling's secretary has reported your conversation to me.

Naturally, there is no question as to schedule. We did hope to have Mr. Murrow at a small reception at 5:45, but this is not vital. We shall have a "warm" dinner for him at 7:15. Our program is scheduled to end about 9:45, so surely he could be away by 10:30 or so.

As to hotel accommodations: While the Blackstone would be satisfactory, there might be an element of convenience at the Conrad Hilton (whose facilities today are tops in Chicago). Mr. Davis could use his room until the reception. If weather is bad, there would be no need to move from one hotel to another. Unless there is real preference for the Blackstone, I would suggest the Hilton where the dinner will be.

Please let us know as soon as convenient regarding the wives. Do you think we should issue special invitations for Mrs. Davis and Mrs. Murrow or should it be assumed they will come if they can?

The two gentlemen will be met at the airport by us. Please let us know the airline, flight number, and arrival time. We shall also arrange transportation for departure.

Let me know what else we can do.

Sincerely yours,

Wells D. Burnette

Wells D. Burnette
Vice President

WDB:lb

ROOSEVELT
COLLEGE
430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

OFFICE OF THE
PRESIDENT

TELEPHONE
WABASH 2-3580

May 14, 1954

AIR MAIL

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It was a fine, sensitive and considerate thing for you to do to telephone me concerning the hospitalization of Elmer Davis. We are deeply sorry to receive the unhappy news.

We now plan to present his award in absentia to his daughter who is in Chicago.

We had arranged the program to have Elmer Davis speak briefly concerning you. Since this is now out of the question we would greatly appreciate having you extend your remarks a bit on freedom of the press and its necessity for a free people, in addition to the statement that you will make on Elmer Davis.

You will be happy to know that this will be one of the greatest dinners ever given in Chicago. It will be held at the Conrad Hilton, the largest hotel in Chicago, where at least 2,000 guests will be present. 1,800 reservations are in nearly two weeks ahead of the occasion.

I want to thank you especially for your considerateness first, in arranging a mutually satisfactory date with Elmer Davis and second, in letting us know that Elmer Davis could not be with us.

The last word we have had regarding your travel schedule

is that you will arrive at the Chicago Municipal Airport on Wednesday, May 26, at 2:30 p. m. daylight saving time. We sincerely hope that Mrs. Murrow can take this all Roosevelt College expense trip with you.

I shall meet you at the airport.

Sincerely,

Edward J. Sparling

Edward J. Sparling
President

ROOSEVELT
COLLEGE
430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

OFFICE OF THE
PRESIDENT

TELEPHONE
WABASH 2-3580

May 21, 1954

Miss McDonough
Secretary to Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Miss McDonough:

As indicated in your last letter, we have reserved a room for Mr. Murrow in the Conrad Hilton Hotel. President Sparling and Mr. Max Robert Schrayer, Chairman of the dinner, will be at the airport for the 2:15 flight Wednesday.

You will be interested to know that reservations for the dinner will exceed 2,200 (requiring the use of two ballrooms besides the Grand Ballroom which alone, I am told, is the largest hotel banquet room in the world). Clifton Utley will present the awards.

The preliminary program is now complete with Louis Seltzer, William Evjue (Madison, Wisconsin Capital-Times), John Sengstacke of the Defender (Negro) chain of papers, and John S. Knight of the Chicago Daily News. Leo A. Lerner, Chicago publisher and president of the College Board of Trustees, will be toastmaster.

We have arranged with Miss Anne Davis, Elmer Davis' daughter in Chicago, to accept the award on his behalf.

However, I have written Mrs. Elmer Davis raising the question of a telephone presentation to his bedside at Doctors Hospital (similar to Mr. Murrow's presentation by the Chicago Council on Foreign Relations). Would you ask Mr. Murrow's opinion on this?

If he thinks it advisable and desirable, maybe he could talk with Mrs. Davis about this. I am aware of how much Mr. Davis wanted to participate in this program and to speak a few words about his feelings for Mr. Murrow. It might be that

something like this would make him very happy if the doctors approve. Perhaps Mr. Murrow might even prefer the use of a tape recording by Mr. Davis which Mr. Murrow might bring with him next Wednesday.

Please advise me of Mr. Murrow's reactions on this at once.

Many, Many Thanks

Cordially yours,

Wells D. Burnette

Wells D. Burnette
Vice President

ROOSEVELT
COLLEGE
430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

OFFICE OF THE
PRESIDENT

TELEPHONE
WAbash 2-3580

May 5, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Plans for the annual Founders and Friends dinner of the College are virtually complete. Dr. Sparling has asked me to bring you up to date on them.

The dinner will be held at 6:30 p.m., May 26, in the Grand Ballroom of the Conrad Hilton Hotel. There will be a reception in the hotel at 5:45 for the speakers table and other special guests.

Instead of a single speaker as discussed earlier, we shall have four well-known publishers speak briefly (about five minutes) on freedom of communications. These include Louis Seltzer of the Cleveland Press, William Evjue of the Madison (Wisconsin) Capital-Times, John Sengstacke, head of the Defender papers (the largest Negro publisher), and, we hope, John Knight of the Chicago Daily News.

Presentation of the awards to you and Mr. Davis will follow these remarks. Your award and comments will close the program.

The program will be brief enough for you to feel free to say whatever you wish in as much time as you wish.

Please advise us what hotel accommodations you wish, including your arrival and departure times. If there are friends in Chicago who you wish invited to the dinner, please let us know. For additional information or arrangements, please contact my office which is in charge of the dinner.

Incidentally, we expect a capacity crowd of 1800 and all are looking forward to meeting you.

Cordially yours,

Wells D. Burnette
Vice President

WDB:lb

April 9, 1954

Dear Dr. Sparling:

This is to confirm your conversation with Miss McDonough concerning my acceptance of your invitation to attend the annual dinner of Roosevelt College in Chicago on May 26th. I am indeed happy that it has been possible to make the arrangements for Elmer Davis and myself to be present on this occasion.

I would like to extend to you my thanks for all the trouble you took to work out the details in this matter, and I shall await your further instructions.

Sincerely yours,

Dr. Edward J. Sparling
President
Roosevelt College
430 South Michigan Avenue
Chicago 5, Illinois

rh

Monday, April 5

Yes May 26. m. b. of Sec

Mr. M,

Telegram from Dr. Sparling phoned in:

"After receiving your gracious wire consulted with Founders and Friends Committee. Have proposal which all hope will work out. Committee would like you and Elmer Davis each to receive annual award for distinguished contribution to principles of American democracy. Each would receive $500 grant. Neither would make speech but rather would accept with few informal remarks perhaps about each other. We would provide main speaker of caliber say Robert Sherwood Herbert Agar or John Knight. Preferred dates May 26 (WED) June 3 (THURS) May 19 (WED) but other dates possible. Greatly appreciate telephone call collect WAbash 3580 to discuss this by Wednesday this week.

dmcd

APRIL 2, 1954

PRESIDENT EDWARD J. SPARLING
ROOSEVELT COLLEGE
430 SOUTH MICHIGAN AVENUE
CHICAGO ILLINOIS

I AM DEEPLY AND HUMBLY CONSCIOUS OF THE HONOR YOU PROPOSE CONFERRING UPON ME BUT I MUST WITH THE GREATEST REGRET DECLINE. MY PRIMARY REASON FOR DOING SO IS THAT THE PREPARATION OF TWO HALF-HOURS OF TELEVISION AND FIVE FIFTEEN MINUTE RADIO BROADCASTS LEAVES ME WITHOUT TIME OR ENERGY TO PREPARE AN ADDRESS OF THE NATURE THAT WOULD BE REQUIRED FOR THIS OCCASION. I BEG YOU NOT TO REGARD THIS MOST RELUCTANT REFUSAL AS INDICATING LACK OF SYMPATY WITH ROOSEVELT COLLEGE AND ITS PURPOSE AND OBJECTIVES OR ANY LACK OF APPRECIATION AND DEEP GRATITUDE FOR YOUR PROPOSAL. REGRETFULLY AND RESPECTFULLY.

E.R.MURROW

1-43-7

ROOSEVELT
COLLEGE
430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

OFFICE OF THE
PRESIDENT

TELEPHONE
WABASH 2-3580

March 24, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

Within the next day or so you will receive a call from Dr. Ralph Bunche, a member of the Board of Roosevelt College of Chicago. Dr. Bunche will present to you personally an invitation on behalf of the Association of Founders and Friends of the College.

See Dave
Memo memo attached

I had hoped to do this personally last week when I was in New York, but I was unable to set an appointment with your secretary. I originally wrote you about this matter on March 5, but within a few days you became involved in that memorable broadcast which so effectively brought American thinking and the Senator from Wisconsin into sharp focus. This letter will confirm the information which Dr. Bunche will convey to you.

In late May or early June of each year is held the annual Founders and Friends dinner for Roosevelt College. At this time an award--in the form of a small bust of Franklin D. Roosevelt--is presented to an outstanding American. The bust bears the inscription "for distinguished service to the principles of American democracy" and carries with it a one thousand dollar honorarium.

The recipient of the award must appear in person and be the honored guest at the dinner.

This year the Association has decided to dedicate its annual affair to the theme "A Free Press -- a Free People" and has voted to present two awards instead of the usual one, one to Elmer Davis and one to you.

You would be asked to make the principal address of the evening (and receive the one thousand dollar honorarium). Mr. Davis has agreed to come, providing we can arrange a date mutually satisfactory. It is our thought that Mr. Davis would be asked to introduce you at the dinner. He

has indicated that this is the sort of thing he would prefer to do.

The Association of Founders and Friends represents most key civic groups in Chicago. The attendance would probably exceed 1200.

We will do everything possible to schedule this dinner to meet your convenience. Because of your two television shows, perhaps a Wednesday evening would be the best time--in order of preference, May 26, May 19, or June 2. Other dates which could be considered include May 25, 27, 18, 20, June 1, or 3. If none of these is satisfactory, please let us know on what date you could be available.

You may be interested to know of the previous recipients of the Founders and Friends awards who have spoken at this annual city-wide affair. They include Mrs. Franklin D. Roosevelt, Justice William O. Douglas, Justice Hugo Black, Vice President Alben Barkley, Mr. W. Averell Harriman, Mr. Walter Reuther, Mr. Chester Bowles, Mr. Nelson Rockefeller, Mr. Adlai E. Stevenson, and Dr. Ralph Bunche.

It is especially fitting that you and Mr. Davis, who have and are serving America on the news front, should be included in this distinguished group of Americans who have been so honored.

As you may know, Roosevelt College was founded on April 17, 1945, named for Franklin D. Roosevelt, and dedicated at its opening by Mrs. Roosevelt. The College has gained international recognition for its policies of equal educational opportunity for all people and freedom of expression for those who study and teach within its walls.

Numbering among our faculty of almost 300 are full professors who are Negro, white, and Oriental. With a student body of approximately 5,000 during the year--representative of all races and religions as well as coming from forty foreign countries--the College is truly a "one "world" in the heart of America.

Furthermore, our Labor Education Division has trained more European labor leaders sent to America under E.C.A. and the Mutual Security Administration than has any other college in America.

The annual Founders and Friends dinner underwrites almost half of the College's annual $200,000 budget for scholar-

ships and educational facilities. Your presence at this dinner would help assure its success and thereby enable us to better serve our students, 85 per cent of whom work for a living as they attend college.

not enclosed

Accompanying this letter are some descriptive materials regarding the College. You may find of especial interest an article which appeared in the Saturday Evening Post.

We hope that you will be able to accept this invitation. We shall consider it a privilege to honor you for your efforts on behalf of the ideals for which we stand.

Because we shall have the problem of arranging mutual dates for both you and Mr. Davis, as well as a suitable dining room, we should appreciate hearing from you at your earliest convenience. If possible, please call me long distance collect.

Very sincerely yours,

Edward J. Sparling

Edward J. Sparling
President

ROOSEVELT
COLLEGE
430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

OFFICE OF THE
PRESIDENT

TELEPHONE
WAbash 2-3580

March 5, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

The Founders and Friends of Roosevelt College are giving "A Free Press - A Free People" dinner in the latter part of May or early in June at which two awards will be made "For distinguished services to the principles of American Democracy."

The decision of the Founders and Friends Executive Committee is that you and Elmer Davis deserve this honor above all other commentators and news analysts of our country.

At the "One Free World Dinner" given last year by Roosevelt College, Chester Bowles, Ralph Bunche and Nelson Rockefeller were the recipients of the awards. During the past seven years, Mrs. Roosevelt, Justice Douglas, Justice Black, Vice President Barkley, Averell Harriman, and Walter Reuther have received awards.

I will be in New York on March 10, 11 and 12. I would like to have a half hour conference with you concerning this award on one of these days. If I may have the pleasure of meeting you will you please wire collect a convenient time of appointment.

Sincerely yours,

Edward J. Sparling

Edward J. Sparling
President

IT'S A FACT!

about Roosevelt College

IT'S A FACT! Roosevelt College has grown faster than any college in educational history. In April 1945 the College had capital assets of $10.00. By September 1945 it had a faculty of 70 and a student body of 1200. In 1953 the College had a faculty and staff of 296, a student body during the year of 5000, and capital assets of $2,000,000. (Since 1945, 27,089 students have enrolled.)

IT'S A FACT! No professor has ever been denied the right of free speech at Roosevelt College. No student has ever been denied admission because of race, religion, or national heritage. Roosevelt College is a non-political, non-sectarian institution of higher learning where all opinions and all knowledge may be presented; for it is through freedom alone that the better idea can be distinguished from the poorer.

IT'S A FACT! Roosevelt College is the only college in America with Trustees and Advisers representing capital and labor, colored and white, men and women, Catholics, Protestants, and Jews. In addition, members of the faculty constitute one-fourth of the members of the Board of Trustees.

IT'S A FACT! Roosevelt College is a "One World" in the heart of America—with 162 students from 40 foreign countries. Limitations in scholarship funds and lack of dormitory facilities prevent many more foreign applications from being accepted. The President of the Student Council in 1953 is a scholarship student from Greece.

IT'S A FACT! Only $25,000 a year is available for scholarships. Yet by its very nature, Roosevelt College has many, many requests for scholarship aid — far more than many colleges which have great sums of scholarship money available.

IT'S A FACT! More than 80 per cent of the students at Roosevelt College work either full or part time. Roosevelt College maintains a student placement office which encourages business firms to hire "the best person for the job" without regard to race or creed. This office has been instrumental in bringing about the new interracial hiring policies in many of the City's business firms.

IT'S A FACT! Roosevelt College has a well equipped remedial reading laboratory. Students whose tests show ability to do college work but also show deficiency in reading skill have an opportunity for special training, utilizing the most modern equipment available. Many capable students whose pre-college training has been inferior are enabled to do creditable work.

IT'S A FACT! The first national interracial-interfaith sorority and fraternity were founded at Roosevelt College—Pi Beta Sigma Sorority and Beta Sigma Tau Fraternity.

IT'S A FACT! At this time Roosevelt College is providing more elementary school teachers for the City of Chicago than any other college. Better than 95 per cent of Roosevelt students have been passing the oral and written examinations of the Chicago Board of Education. Teacher graduates of Roosevelt College are teaching throughout the country and in several foreign countries. The training and atmosphere of the College equips them especially well for teaching children of all backgrounds.

IT'S A FACT! Roosevelt College has co-operative degree programs with Mt. Sinai Hospital (providing student nurses with opportunity to earn a B.S. degree, required for hospital administration); with the Chicago Art Institute (providing art students with training leading to a B.A. degree, for teaching art); with the Illinois Institute of Technology (providing engineers with B.A. or B.S. degrees, desirable for executive positions).

these are facts about Roose

IT'S A FACT! Roosevelt College is one of the few colleges to have both a Labor Education Division and a School of Commerce. The College insists that the points of view of both capital and labor be presented fairly in the classrooms. The State Department and the Mutual Security Administration have sent more labor trainees from Europe to this Division than to any other college.

IT'S A FACT! Roosevelt College has a fully accredited School of Music with a faculty of 39 and an annual enrollment of 795, including 420 noncredit students.

IT'S A FACT! In eight years Roosevelt College has had many outstanding citizens speak from its platforms—among them Mrs. Franklin D. Roosevelt, Dr. Ralph Bunche, Philip Murray, Guy E. Reed, Madam Vijaya Lakshmi Pandit, Justice William O. Douglas, Dr. Harold Lasky, Dr. Robert Hutchins, William Green, W. Averell Harriman, Justice Hugo Black, Walter Reuther, Elmo Roper, Madam Frances Perkins, and Adlai E. Stevenson. The College's three Board of Trustees' chairmen have been the late Edwin R. Embree, President of the Rosenwald Fund, the late Harold L. Ickes, Secretary of Interior, and now Leo A. Lerner, Chicago editor and publisher.

IT'S A FACT! Roosevelt College is one of the few non-segregated schools to have full professors of Negro, Oriental, and white heritage. Among colleges in the North Central Association, Roosevelt College professors rank among the upper ten per cent in the publication of articles and among the upper forty per cent in authoring books. Recent publications include: Arthur Hillman (co-author) *Tomorrow's Chicago* (U. of C. Press, '53); S. Kirson Weinberg, *Society and Personality Disorders* (Prentice-Hall, '53); Wayne A. R. Leys, *Ethics For Policy Decisions* (Prentice-Hall, '52); Abba Lerner, *Economics of Unemployment* (McGraw-Hill, '51); Lionel Ruby, *Logic: an Introduction* (Lippincott, '51).

sevelt College

IT'S A FACT! Roosevelt College faculty members make news—*Fortune Magazine* names Dr. Abba Lerner as one of the twelve top economists . . . Dr. George Watson has received a special one-year grant (1953-54) from the Ford Foundation to do special research in public administration . . . U. S. State Department Fulbright awards: Dr. Lorenzo Turner spent '51-'52 studying African folk lore; Dr. Bernard Greenberg conducted a study in animal psychology at the University of Groningen, The Netherlands, during '51-'52; Miss Norma Forniciari did research in Italian literature at the University of Bologna, Italy, in '51-'52 . . . Labor, Education Director Frank McCallister has been invited to teach at Oxford, summer 1953, with Fulbright aid . . . Dr. Frances Horwich, chairman of the Department of Education, is on leave to N.B.C.-T.V. as "Miss Frances" of "Ding, Dong School" . . . Dr. Thomas Hart, Dean of the School of Arts and Sciences, on leave, has just completed an assignment as head of the Saudi Arabia-Yemen section, Technical Assistance Administration . . . Dean of Faculties, Wayne A. R. Leys, spent 1950-51 in a research project for the Rockefeller Foundation involving a study of ethics in government and business . . . Dr. Robert Siebenschuh, Department of Political Science, has just completed a study of the corporation counsel's office for the "Little Hoover Commission" of Chicago . . . Professor Karel Jirak's "Fifth Symphony, Opus 60" won second place in the international competition, Edinburgh, Scotland, 1951.

IT'S A FACT! During 1953-54 Roosevelt College will spend on each full-time student approximately $125 more than he or she pays in tuition. Roosevelt College has no endowment. It is dependent on friends in the community who believe in the democracy of Roosevelt College to supplement tuition income by $250,000 annually.

facts for you . . .

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Edward J. Sparling

*Deceased 1952-1953

PUBLISHED BY
THE ASSOCIATION OF
FOUNDERS AND FRIENDS OF
ROOSEVELT COLLEGE
430 South Michigan Avenue—Chicago 5

Mrs. Carmine di Costa
Ad 5-7800
15th St.

Sidney Hillman Foundation
Award
Rec'd
Mar 31
March 31, 1954

THE SIDNEY HILLMAN FOUNDATION

INC.

15 UNION SQUARE WEST, NEW YORK 3, N. Y. · PHONE: ALGONQUIN 5-7800

Award Lunch March 31

February 24, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I take great pleasure in informing you that by the decision of our judges you have been chosen for a $500 Sidney Hillman Foundation Prize Award for two "See It Now" television programs on the Radulovich case and on the controversy between the American Civil Liberties Union and The American Legion in Indianapolis, Ind.

Awards for submissions published or produced in 1953 are also being given simultaneously to:

Theodore H. White, for his book, Fire In the Ashes;

Gerald W. Johnson, for several television broadcasts on the government security program, the Congress and civil liberties in general;

Ralph S. O'Leary, for a series of articles in the Houston Post exposing the Minute Women, a super-patriotic group in Houston;

Joseph Wechsberg, for an article, "The Seventeenth of June," appearing in The New Yorker magazine, which is an interview with one of the leaders of the East German workers' revolt.

Honorable mention will also be given to the following:

Henry Steele Commager, for his article, "Guilt-- and Innocence-- By Association," appearing in the New York Times Magazine, which is an analysis of the guilt by association issue and the use of the Fifth Amendment;

Murrey Marder, for a series of articles in the Washington Post exploring the results and the effect of the Senate (McCarthy) probe of the security program at Fort Monmouth, N. J.

The judges of the Foundation Prize Award program, who are responsible for the final decisions, are Bruce Bliven, author and editorial director of the New Republic; Lewis Gannett, book critic of the New York Herald Tribune; and William L. Shirer, author and commentator.

The awards will be announced and presented at a luncheon in the Grand Ballroom of the Hotel Biltmore at 12:30 p.m., Wednesday, March 31. I certainly hope that you will be able to attend this luncheon, and I would appreciate it if you would regard the awards as confidential until March 31.

Will you let me know as soon as possible whether you will be able to attend, and meanwhile, please accept my sincere congratulations for your achievement.

Sincerely yours,

Jacob S. Potofsky

Jacob S. Potofsky, President
The Sidney ~~Hillman~~ Foundation

Registered Mail-RRR

Tau Kappa Alpha Awards.

March 30, 1954

September 3, 1954

Dear Mr. Redding:

Many thanks for your nice letter of August 27.

I am embarrassed to have to tell you that I shall not be able to be present either at the convention in Tucson or the one in Chicago. My radio and television schedule is just as heavy this season as it was last, which means that I have no choice but to spend all my time in New York.

I am extremely sorry about this, because I am deeply sensible of the honor done me by Tau Kappa Alpha in conferring the award upon me.

I shall continue to hope that sometime during the course of the season there will be an occasion on which I can receive the award certificate.

Sincerely,

Mr. Charles Redding
Department of Speech
University of Southern California
3518 University Avenue
Los Angeles 7, California

fe

cc: Mr. George P. Lamb

THE
NATIONAL BOARD OF AWARD
OF
TAU KAPPA ALPHA
FORENSIC HONOR SOCIETY

OFFICE OF THE CHAIRMAN
W. CHARLES REDDING
DEPARTMENT OF SPEECH
UNIVERSITY OF SOUTHERN CALIFORNIA
3518 UNIVERSITY AVENUE
LOS ANGELES 7, CALIFORNIA

August 27, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

This is to follow up our correspondence during April concerning your selection as a winner of the SPEAKER OF THE YEAR Award for 1953. If you will refer to your letter of April 20, you will notice that you were awaiting word from a Tau Kappa Alpha representative concerning arrangements for the presentation of the Award certificate.

all correspondence attached

Mr. George Lamb, an attorney in Washington, D. C. and an acquaintance of yours, was in touch with you some time in May, I understand. Mr. Lamb, a member of our Board of Award, has been delegated to co-operate with you in trying to find a suitable time and place for the Award presentation.

As a result of his conversation with you, Mr. Lamb has suggested that it would be unusually appropriate if we could somehow schedule this presentation at a convention of one of the professional speech organizations. I certainly agree with this view. For your information, the Western Speech Association (for the sixteen Western states) will have its annual convention this year on Thanksgiving Day, November 25, meeting on the campus of the University of Arizona, Tucson. The convention is over on Saturday, November 27. And the annual convention of the Speech Association of America will be in Chicago, with headquarters at the Conrad Hilton Hotel, immediately following Christmas: December 26-30 (Monday through Thursday), with the most important meetings being scheduled for Monday, Tuesday, and Wednesday.

Is there a chance that you could be available for either of these meetings? If so, we certainly hope that you could make some sort of talk. But, of course, you would not be compelled to speak! We would appreciate your notifying either Mr. Lamb or me when you know your plans for the fall. You may address Mr. Lamb at the Shoreham Building, 15th and H Streets, Washington 5. His law firm has a New York office at 420 Lexington Ave., New York 17.

Very sincerely yours,
W. Charles Redding

July 30, 1954

Dear Mr. Eubank:

Thank you for your letter of June 18th. I regret very much to have to tell you that I will not be able to attend the Western Speech Association convention in Tucson to receive the Speaker-of-the-Year Award. It is now obvious that my radio and television schedule for the coming season will be even heavier than it has been in the past and it will be necessary for me to remain in New York for the broadcasts. I am indeed sorry I will not be able to be there, but perhaps we can arrange a mutually convenient place and time at some later date.

Sincerely yours,

Mr. Wayne C. Eubank
President
Tau Kappa Alpha
University of New Mexico
Albuquerque, New Mexico

rh

THE UNIVERSITY OF NEW MEXICO
ALBUQUERQUE

July 21, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

I failed to receive a reply from my letter to you of June 18. Thus, my reason for sending this letter Special Delivery.

Professor Charles Redding, Chairman of our Speaker-of-the-Year Awards Committee, mentioned that you would like to receive your award at a speech convention. The Western Speech Association Convention will be held in Tucson, Arizona next November 25, 26 and 27. I will be at the convention and would be most happy to make the presentation to you at that time. We would like very much to have you as a speaker at one of our luncheons or general sessions. We will arrange the time to fit your convenience.

If it is possible for you to be in that area at Thanksgiving time, please let me hear from you, and we will plan in that direction.

With best wishes.

Sincerely,

Wayne C. Eubank

Wayne C. Eubank, President
Tau Kappa Alpha

WCE:jp
Special Delivery

FIFTEENTH ANNUAL TKA CONFERENCE—OHIO UNIVERSITY, ATHENS, APRIL 7-9, 1955

WAYNE C. EUBANK, *President*
University of New Mexico
Albuquerque, New Mexico

GREGG PHIFER, *Sec.-Treas.*
Florida State University
Tallahassee, Florida

VICTOR POWELL, *Editor*
Wabash College
Crawfordsville, Indiana

C. R. LAYTON, *Historian*
Muskingum College
New Concord, Ohio

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MRS. DELDEE HERMAN
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Kalamazoo, Michigan

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Occidental College
Los Angeles, California

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University of Florida
Gainesville, Florida

NICHOLAS CRIPE
Butler University
Indianapolis, Indiana

GEORGE ADAMSON
University of Utah
Salt Lake City, Utah

STUDENT COUNCIL MEMBER

JOHN G. JONES
Memphis State College
Memphis, Tennessee

OSWALD RYAN, *Founder*
Civil Aeronautics Board
Washington, D. C.

Tau Kappa Alpha

FORENSIC HONOR SOCIETY

ANNABEL HAGOOD, *1st V. P.*
University of Alabama
University, Alabama

EARL BRADLEY, *2nd V. P.*
University of Denver
Denver, Colorado

GIFFORD BLYTON, *3rd V. P.*
University of Kentucky
Lexington, Kentucky

June 18, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

Professor Charles Redding, Chairman of our Speaker-of-the-Year Awards Committee, has mentioned that you would like to receive your award at some speech convention. Would it be possible for you to attend the Western Speech Association convention in Tucson on next November 25, 26 or 27? I will be at the convention and would like very much to make the presentation to you at that time. In fact, we would like very much to have you as a speaker at one of the luncheons or general sessions of the convention.

If you think you will find it possible to be in that area at that time, please let me hear from you and we will begin planning in that direction.

With best wishes.

Sincerely,

Wayne C. Eubank
President

NATIONAL COUNCIL MEETING, CHICAGO, ILLINOIS, DEC. 27, CONRAD HILTON HOTEL

MEMBER OF THE ASSOCIATION OF COLLEGE HONOR SOCIETIES

George P. Lamb
Shoreham Building
Washington, D.C.

May 10, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

Thus far I have not thought up any appropriate time to present to you your Award for the Best Speaker of 1953 in the field of education, scientific and cultural activities. In our conversation at Burning Tree some weeks ago you indicated that perhaps you would like to have it presented at some special meeting. I am endeavoring to determine when the next convention of speech teachers will be held, with the thought that perhaps it could be done at that time. In the meantime I hope that you have given some thought to this so that you can give me some suggestion which would meet with your complete satisfaction.

If you intend to be in Washington sometime in the near future, perhaps we can get together for a game of golf and discuss it.

Kind regards.

Sincerely,

George

GPL:ms

Awards

May 5, 1954

Dear Mr. Eubank:

Very many thanks for your most kind letter of April 27th. I am indeed honored to receive the Tau Kappa Alpha Speaker-of-the Year Award in the field of Educational-Scientific-Cultural Activities, and I would like to tender my sincere thanks to you and the members of the Selection Committee for confering this honor upon me.

Sincerely yours,

Mr. Wayne C. Eubank, President
Tau Kappa Alpha
University of New Mexico
Albuquerque, New Mexico

rh

TWELFTH ANNUAL TKA DISCUSSION CONFERENCE—CASE INST. OF TECH., CLEVELAND, O.—APR. 3-5, 1952

WAYNE C. EUBANK, *President*
University of New Mexico
Albuquerque, New Mexico

RALPH C. LAWSON, *Sec.-Treas.*
Purdue University
W. Lafayette, Indiana

A. WESTLEY ROWLAND, *Editor*
Alma College
Alma, Michigan

C. R. LAYTON, *Historian*
Muskingum College
New Concord, Ohio

OSWALD RYAN, *Founder*
Civil Aeronautics Board
Washington, D. C.

WALDO BRADEN, *1st V. P.*
Louisiana State University
Baton Rouge, Louisiana

JULIUS PRUFER, *2nd V. P.*
Roanoke College
Salem, Virginia

GIFFORD BLYTON, *3rd V. P.*
University of Kentucky
Lexington, Kentucky

Tau Kappa Alpha

FORENSIC HONOR SOCIETY

April 27, 1954.

REGIONAL GOVERNORS

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New York University (Hts.)
New York, New York

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1121 Winston Road
Baltimore, Maryland

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GUSTAV H. ENSS
Bridgewater College
Bridgewater, Virginia

SOUTHERN
J. H. MAHAFFEY
Alabama Polytechnic Institute
Auburn, Alabama

OHIO-KENTUCKY
GIFFORD BLYTON
University of Kentucky
Lexington, Kentucky

INDIANA-MICHIGAN
MRS. DELDOE HERMAN
Western Michigan College
Kalamazoo, Michigan

WESTERN
ALONZO MORLEY
Brigham Young University
Provo, Utah

MEMBERS AT LARGE
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University, Alabama

P. E. LULL
Purdue University
W. Lafayette, Indiana

W. CHARLES REDDING
University of Southern California
Los Angeles, California

STUDENT COUNCIL MEMBER
ELDON ANDREWS
Wabash College
Crawfordsville, Indiana

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City, New York

Dear Mr. Murrow:

As National President of Tau Kappa Alpha, I should like to extend to you my personal congratulations upon your receiving our Speaker-of-the-Year Award in the field of Educational-Scientific -Cultural Activities. Through our Speaker-of-the-Year Awards, Tau Kappa Alpha indicates to the American public, speakers in various areas whom we think have distinguished themselves through effective, intelligent, and responsible speaking.

Sincerely,

Wayne C. Eubank

Wayne C. Eubank, President
Tau Kappa Alpha

WCE:hms

Awards

April 20, 1954

Dear Mr. Redding:

Very many thanks for your letter and telegram. I am indeed honored to be selected as a "Speaker-of-the Year" for 1953 in the field of "Educational, Scientific, and Cultural Activities." This is just a note to tell you that I shall await word from one of your representatives for the purpose of determining a time and place for the presentation of the award.

Sincerely yours,

Mr. W. Charles Redding
Department of Speech
University of Southern California
3518 University Avenue
Los Angeles 7, California

rh

THE
NATIONAL BOARD OF AWARD
OF
TAU KAPPA ALPHA
FORENSIC HONOR SOCIETY

OFFICE OF THE CHAIRMAN
W. CHARLES REDDING
DEPARTMENT OF SPEECH
UNIVERSITY OF SOUTHERN CALIFORNIA
3518 UNIVERSITY AVENUE
LOS ANGELES 7, CALIFORNIA

March 30, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City, New York

Dear Mr. Murrow:

This letter is to supplement my recent telegram notifying you of your selection as a "Speaker-of-the-Year" for 1953, in the field of "Educational, Scientific, and Cultural Activities." The official public announcement was released Thursday noon, March 25, from our National Conference, meeting this year at Western Michigan College of Education, Kalamazoo.

"Speaker-of-the-Year" citations were created in 1949 by Tau Kappa Alpha, a national speech honor society with chapters located on college and university campuses throughout the United States. You will find more information about the Society summarized in the enclosed mimeographed statement.

In making these citations, our purpose is not to give mere prizes. Rather, we hope to encourage the kind of oral communication desperately needed if the democratic way of life is to survive in this troubled century. One way of encouraging such communication, it seems to us, is to call attention in public to outstanding speakers.

We take great pleasure, then, Mr. Murrow, in commending you to the American people as one whose speaking ability merits special recognition.

Naturally, opinions will differ on what constitutes "good speaking." Tau Kappa Alpha, guided by its Constitution, has adopted three basic criteria: effective, intelligent, and responsible. Unless a speaker meets all three of these requirements, he cannot be seriously considered for a "Speaker-of-the-Year" Award. We do not undertake the arduous--and presumptuous--task of determining the "best speakers" in the country. We are concerned only with paying homage to several well known Americans whose speaking exemplifies our three criteria.

acknow

For your convenience, I am enclosing a mimeographed statement explaining certain details about the Awards, the Society, and our selection procedures. There are, however, three important facts that might be emphasized here:

1) Citations may be made in five fields: "National Affairs," "Business and Commerce," "Labor," "Religion," and "Educational-Scientific-and-Cultural Activities."

2) Citations are based upon the total impact of all speaking activities during a calendar year--rather than any single speech.

3) Citations imply neither agreement nor disagreement with the views expressed by a speaker. We are not concerned with a speaker's conclusions but with the skill, intelligence, and integrity evidenced in the <u>communication</u> of those conclusions.

Tau Kappa Alpha is happy to salute you for rendering, through the medium of speech, a distinguished service both to American democracy and human freedom.

In the very near future, one of our representatives will correspond with you for the purpose of determining a time and place, suited to your convenience, for the presentation of the "Speaker-of-the-Year" Award certificate.

Sincerely yours,

W. Charles Redding

W. Charles Redding

Winners of SPEAKER OF THE YEAR Awards (1949-1953)

In the field of "National Affairs"

1949 -- President Harry S. Truman
1950 -- Senator Paul Douglas of Illinois
1951 -- Dean Acheson, Secretary of State
1952 -- Adlai Stevenson, Governor of Illinois
1953 -- President Dwight D. Eisenhower

In the field of "Business and Commerce"

1949 -- Eric Johnston
1950 -- Paul G. Hoffman
1951 -- Michael V. DiSalle
1952 -- Clarence B. Randall
1953 -- Henry Ford II

In the field of "Labor"

1949 -- James B. Carey
1950 -- Walter Reuther
1951 -- (No award made)
1952 -- John L. Lewis
1953 -- George Meany

In the field of "Religion"

1949 -- The Reverend Ralph W. Sockman
1950 -- Msgr. Fulton J. Sheen
1951 -- The Reverend Louis H. Evans
1952 -- Bishop Fulton J. Sheen
1953 -- Bishop G. Bromley Oxnam

In the field of "Educational, Scientific, and Cultural Activities"

1949 -- Chancellor Robert Maynard Hutchins, University of Chicago
1950 -- Ralph Bunche, United Nations
1951 -- Professor W. Norwood Brigance, Wabash College
1952 -- President James B. Conant, Harvard University
1953 -- Edward R. Murrow, Columbia Broadcasting System

Information concerning the Speaker-of-the-Year Awards

and Tau Kappa Alpha Society

Purpose of the Awards

The Society hopes, by announcing these citations, to encourage an ever-growing appreciation of the crucial role played in a democracy by competent oral communication.

Democracy is, in a large measure, government by talk. Only by free, thorough, and honest discussion can the people of a democratic nation arrive at informed opinions. Important decisions frequently depend, therefore, upon the competence of communication; and in these days of split-second transmission of the spoken word, oral communication (that is, speech) must function at its best if democracy is to flourish.

Criteria

The enabling resolution of December, 1949, in authorizing Speaker-of-the-Year Awards, specified that it should be our purpose to recognize "persons who are distinguished for effective, intelligent, and responsible speaking on significant public questions."

Competent oral communication, therefore, is defined as effective, intelligent, and responsible. If speech is not effective, the desired message is not communicated; appropriate audience response is lacking. If speech is not intelligent, a message may propagate misinformation or confusion. And if speech is not responsible, a message may culminate in disaster.

Good speech, then, is something quite different from exhibitionistic "oratory." It is speech which obtains a favorable audience response, which reflects a well informed and thoughtful intellect, and which demonstrates a constant concern for the social implications of public utterance. It is speech which enlightens the understanding and quickens the conscience of those who listen.

Nature of the Awards

Citations may be announced in as many as five broad fields of human endeavor, classified as follows:

National Affairs — Labor
Business and Commerce — Religion
Educational, Scientific, and Cultural Activities

Within each of these fields no more than one speaker may be recognized for a single year. Recognition is symbolized by a certificate presented to the winner.

Eligibility Requirements

Nominees must be nationally known (rather than those whose repute is restricted to a small region); they must be American citizens; and the speaking upon which the Award is based must have taken place within a specified calendar year. Awards are not intended to single out individual speeches, but are made after considering the total impact of all speaking activities during the year.

(Awards do not constitute endorsement of a speaker's views; it is entirely possible to select a winner who meets all the criteria but who may represent conclusions or doctrines with which the Board of Award happens to disagree.)

Procedure for selecting Award Winners

The Society has appointed a National Board of Award, comprising nineteen voting members, drawn from the ranks of college speech professors and experienced platform speakers. During the year this Board invites nominations from student and faculty members of the numerous campus chapters. It also adds nominees of its own. After careful scrutiny the Board then conducts a series of ballots within its own membership until winners are selected. (Awards may be omitted in any of the five fields for any given year.) Further information may be obtained from the National President or Secretary (see below), or from the Chairman of the Board, Prof. W. Charles Redding, Department of Speech, University of Southern California Los Angeles 7.

Some facts about Tau Kappa Alpha

1. It is the only nationwide honor society in those aspects of speech concerned with public address, discussion, and debate. (No other similar organization is a member of the Association of College Honor Societies.)

2. There are (as of Spring, 1954) ninety undergraduate chapters located at colleges and universities in almost all 48 states. Undergraduate and alumni members number approximately 8,000.

3. The founder is Mr. Oswald Ryan, currently a member of the Civil Aeronautics Board. The Society was established at Indianapolis in 1908.

4. Alumni have included such men, for example, as Louis D. Brandeis, Albert J. Beveridge, Senator Frank Graham, Francis B. Sayre, and Lowell Thomas.

5. There are no restrictions for membership based upon race, sex, creed, or color. Requirements are entirely concerned with superior scholastic and speaking achievement.

National Officers

President: Prof. Wayne C. Eubank, Chairman
Department of Speech
University of New Mexico
Albuquerque, New Mexico

Secretary: Prof. Gregg Phifer
Department of Speech
Florida State University
Tallahassee, Florida

Tempo Magazine
May 12, 1955

June 8, 1955

Dear Miss Spitz:

Many thanks for your kind letter of May 9th.

Mr. Friendly and I are indeed grateful to know that SEE IT NOW has been selected "The Most Informative" television program of the year by Tempo Magazine.

Our thanks again.

Sincerely yours,

Miss Cynthia J. Spitz
Barkas and Shalit, Inc.
16 East 41st Street
New York 17, New York

fe

BARKAS AND SHALIT, INC.

16 East 41st Street, New York 17, New York. MUrray Hill 6-8670

May 9, 1955 Thanks

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It is my pleasure to inform you that "See It Now" has been selected "The Most Informative" television program of the year by Tempo magazine.

The announcement of this award appears in the May 16th issue of Tempo, to be released Thursday, May 12th. An advance copy of the magazine is attached. Your selection appears on page 28.

The winners of Tempo's TV Awards were selected by a poll of the magazine's readers.

A special plaque commemorating your award is also enclosed.

Congratulations and all good wishes for continued success,

Sincerely,

Cynthia J. Spitz

Cynthia J. Spitz

Award
April 16, 1954
S/N TV Guide

America's Television Magazine

JAMES T. QUIRK
PUBLISHER

400 North Broad Street
Philadelphia 1, Pa.
Phone: RI 6-1600

Mr. Clemente
Ci 6-4488

April 8, 1954

3:15
Monday
April 26

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, N. Y.

Dear ~~Mr. Murrow:~~ Ed

It gives me extreme pleasure to inform you that "See It Now" has been selected as one of the three recipients of the TV GUIDE Gold Medal Award for the 1953-54 television season.

Co-winners with "See It Now" are "Cavalcade of Sports" sponsored by the Gillette Safety Razor Company and "United States Steel Hour". Names of the Award-winning programs will be revealed publicly in the April 16 issue of TV GUIDE, which appears on sale April 14. Criteria used in selecting the Gold Medal Award shows were "outstanding achievement, initiative and enterprise, and major contribution to the television industry". The Award winners were chosen by the editorial staff of TV GUIDE after months of consideration. No fewer than 51 different shows were recommended for the honor.

In its April 16 Awards Issue, TV GUIDE cites "See It Now" for "its success in bringing new standards of news coverage and interpretation into the television field. With Murrow as commentator, and the services of the world-wide staff of CBS reporters and cameramen, the program opened up new concepts of pictorial journalism. It made its news presentation interesting enough to obtain a substantial audience, without overdramatizing." Given special mention were the hour-long "This Is Berlin" program, termed "a milestone in television coverage"; and the programs devoted to Sen. Joseph R. McCarthy, cited as "instances of the program's willingness to step into major fields of public issue."

Three copies of each Award Medal have been struck. One will be presented on Tuesday, April 13, in Pittsburgh, to Mr. Arthur P. Hall on behalf of the Aluminum Company of America. Mr. Harold B. Clemenko, of TV GUIDE's editorial board, will call you next week to arrange to present your Gold Medal to you in your offices. The third medal will be presented to Mr. Fred W. Friendly.

Permit me to extend the congratulations of our entire staff.

Very sincerely yours,

James T. Quirk

JTQ:jl

LOCAL PROGRAM LISTINGS — Week of April 16-22

TV GUIDE®

1954 AWARDS ISSUE

National—Local

15¢

TV Radio Life
Awards
March 26, 1954
SIN →

"U. S. STEEL HOUR"

IN JANUARY TV-Radio Life announced winners of the magazine's Eleventh Annual Distinguished Achievement Awards. The announcement brought to a conclusion a lengthy period of careful consideration, discussion and analysis of "new" shows or personalities appearing on the TV-radio horizons during 1953.

The staff of TV-Radio Life selected the Achievement Award winners on the basis of their contributions to the industry. However, for the first time, our annual awards were supplemented by the readers of our publication, who balloted on popularity winners.

Television Awards

The Danny Thomas Show emerged as winner in the TV comedy category. After a previously frustrating start in TV doing his night club routines, last season Danny switched to a family-situation-comedy format. His warmth, humor and charm projected across the video screen. Jean Hagen and the rest of the talent are well cast opposite the star. The total ingredients add up to ABC's amusing, wholesome comedy series.

Documentary-Drama

"I Led Three Lives" is the thrilling TV series based on the incredible, true-life adventures of Herbert Philbrick (citizen-FBI agent-Communist), who lived for nine agonizing years as a triple man. It was selected as 1953's documentary-drama. Though Philbrick's fantastic story jolted thousands when they read his book, the TV series, with Richard Carlson portraying Philbrick, is impressing many more thousands of video viewers.

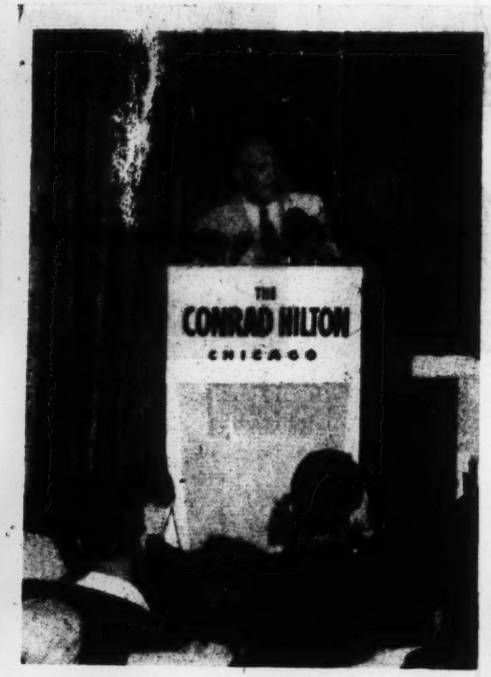
Drama, Special Event

"The U. S. Steel Hour" transported

"CRIME CLASSICS"

"STAGE STRUCK"

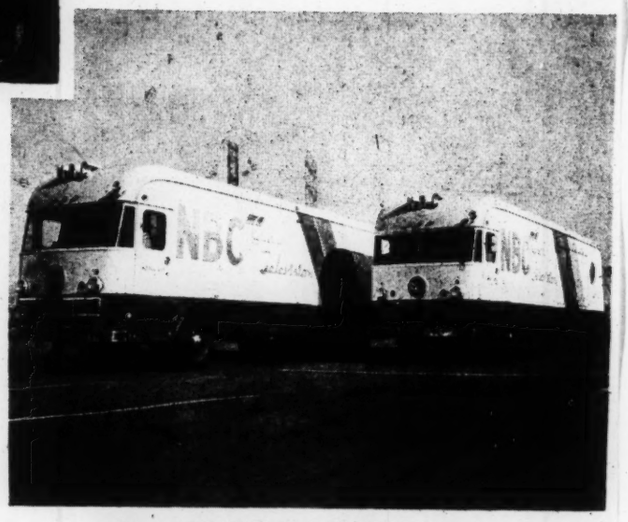
MARILYN MONROE'S TV debut with Jack Benny was one of the more talked-about shows of 1953. The luscious blonde came off much better than was expected and Jack proved the perfect foil for the Monroe charms. (CBS photo by Walt Davis.)



PRESIDENT EISENHOWER'S inauguration was televised last year and a speech at the Conrad Hilton Hotel in Chicago was also given a TV send-off.

On '53

Here Are the Facts, Ma'm! Proving Old '53 Was Twelve Months of Eventful But Very Diversified Accomplishments.



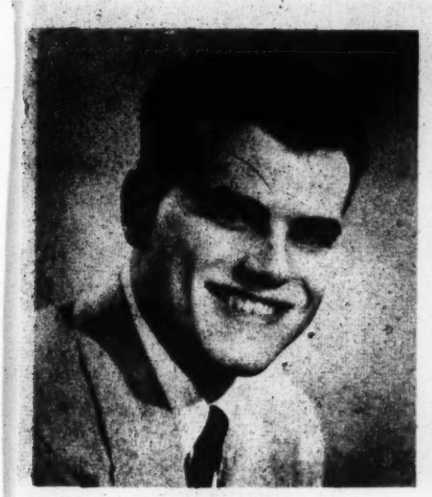
ADVANCE ON COLOR TV was big news for the year. This is the RCA-NBC color mobile unit on its arrival on the west coast for its first assignment—the broadcast in color of the Tournament of Roses Parade.

place on the ratings and a radio-TV actor named Stan Freberg zoomed into the spotlight with his "St. George and the Dragonet" (assisted by Daws Butler and June Foray) . . . Movie kings and queens swung over to television—Loretta Young, Ray Milland, Joan Caulfield, Richard Carlson . . . Danny Thomas, Georgie Jessel and Ray Bolger joined ABC-TV's stellar ranks.

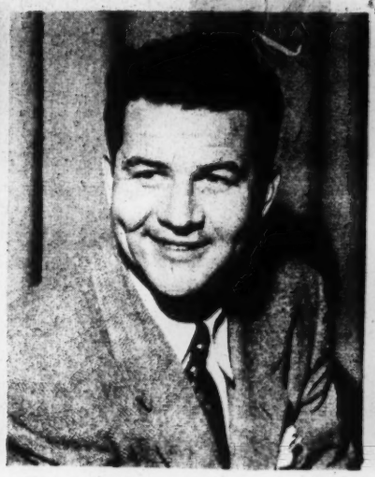
There were jokes about Marilyn Monroe, Rita and Dick, Zsa Zsa, Senator McCarthy and the Kinsey Report . . . For the first time, presentation of the Academy of Motion Picture Arts and Science's Oscars went into homes coast to coast via video . . . Telemeter, one of the pay-TV systems, was tried out in Palm Springs . . . Ford plunked a half million dollars on the line for a supershow which made viewers aware how excellent TV can be (if there's the money to command the talent!).

Radio had a good year in 1953. Many advertisers who had plunged into TV early in the game, soberly decided that good old radio was still able to reach a lot of listeners for less money than television . . . Local stations assumed new importance as media . . . Sponsors indicated they were price-conscious, anxious to allocate their dollars in vital areas . . . Daytime radio blossomed into greater favor than before, though early-morn TV began making inroads into the audience.

Another A-bomb was blasted in Nevada, but it did not attract the attention of previous ones. Perhaps there was just too much more booming and fireworks going on along TV-Radio Row.



JULIUS LaROSA



BILL BURRUD—"Before Your Eyes"

BURGESS MEREDITH

LEON AMES

Father Day in CBS's television version of "Life With Father." As the quick-tempered, red-headed disciplinarian (who on occasion breaks down and acts like a warm human being) he has added many video fans to his long list of theater devotees. Mr. Ames' extensive stage background no doubt contributed immeasurably to his success in portraying Father Day.

Julius LaRosa's rapid rise to fame and fortune in 1953 earmarks him as the most promising new TV personality of last year. Overnight his status as "one of the little Godfreys" changed and he became star of his own radio stanza and one of the most sought-after TV guests. His guest appearances on "Toast of the Town" hypoed the show's rating over that of its chief rival. LaRosa's charm appeals to the ladies, his spunk to the men and his talents to all.

Education Program

"Excursion" is the junior "Omnibus" of the video lanes. With Burgess Meredith as its host, the series gives it audiences (primarily aimed at children, but equally engaging for adults) a provocative look at literature, history, sports, science and the theater. The past, present and future in these fields are told in an interesting and informative manner. "Excursion" makes learning fun and it's fun to watch "Excursion," voted tops in its 1953 field by TV-Radio Life.

Local Documentary

TV-Radio Life considered "Before Your Eyes," KTTV's program, which acquaints viewers with service organizations' bettering of community life, the most outstanding local documentary series of the year. In addition to coverage of such service organizations as the Heart Association, Cancer Society and John Tracy Clinic, the program featured a special presentation of "One Hour to Doom," a minimum-budget, anti-Communist documentary-type film. "Doom" vividly depicted the last hour in a suburban Los Angeles community during which a band of organized Communists came out in the open to "capture" the city. It proved not only forceful but arousing. Requests for prints have come in from all parts of the country.

"Shakespeare on TV" pioneered the way for local educational programing on upper levels. The series, presented by the University of Southern California in cooperation with KNXT, is a milestone in educational television. The University's eminent Dr. Frank C. Baxter won many friends for the bard's classic writings and his unique "lectures" thrilled Shakespeare's ardent followers. Students wishing to obtain college credit were able to do so on this first accredited college television course.

Radio Documentary

NBC's "Last Man Out," produced, created and narrated by Richard English, is an outstanding anti-Communist program. The stanza presents the documented story of ex-Communists and the reasons for their joining and subsequently leaving "the party." In order to fully tell the story of Communism, as related by these subjects, it is necessary for Mr. English to draw on former Communists now living in all parts of the United States. Thus, "Last Man Out" presents the facts about Communism in the most realistic manner possible,

ETHEL MERMAN
Ford's Fiftieth Anniversary

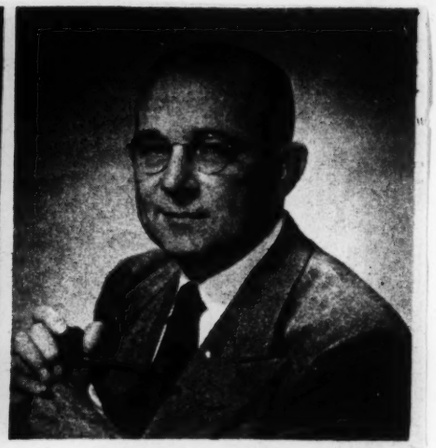
EDWARD R. MURROW

DANNY THOMAS

ICHARD ENGLISH—"Last Man Out"

DR. FRANK C. BAXTER
"Shakespeare on TV"

STU NOVINS—"Feature Project"



ANDREW C. LOVE
"NBC Star Playhouse"

its magnificent flair for dramatization from radio to television in 1953. ABC-TV's video version adheres to the fine production standards previously presented on radio, with excellent scripts, top-flight actors, skilled technicians and craftsmen. The hour-long "live" dramas are directed by Alex Segal, whose deft hand also guided "Celanese Theater" and "Pulitzer Prize Playhouse." "The U.S. Steel Hour" productions continually prove that "the play's the thing."

Ford's Fiftieth Anniversary is the event which few, if any of us, will forget as an outstanding telecast in 1953. The two-hour cavalcade of music, drama and factual reporting of highlights of the past half century was aired on both NBC-TV and CBS-TV. It was such a tremendous success that an effort was made to have it rebroadcast; however, the unavailability of time did not make this feasible. Leland Hayward produced the musical masterpiece, which was highlighted by Ethel Merman, Mary Martin, William Laurence, "Amos 'n' Andy," Oscar Hammerstein II, Howard Lindsay, Edward R. Murrow and a host of others.

Documentary, Public Information

"This Is Berlin," cited as an outstanding one-time documentary in the CBS-TV "See It Now" series, featured Ed Murrow and his staff in a special hour-long and daring report divulging the day-to-day life of Berliners. "Berlin" brought the sight and sound of the cold war to television viewers in this country, vividly crystalizing a tense situation.

The best new 1953 public information program on TV, in the opinion of TV-Radio Life, was "American Inventory." A successful experiment in the field of adult education, "Inventory" by-passed classroom technique, making the series both interesting and educational. Major emphasis was and is placed on social studies, although other facets of daily living are included. "American Inventory" is presented as a public service feature by NBC in cooperation with the Alfred Sloan Foundation.

Characterization, Personality

Leon Ames, winner of our award for best new TV characterization, gave an explosive interpretation of

ACHIEVEMENT AWARDS

TV COMEDY SHOW.....Danny Thomas
TV DOCUMENTARY—Dramatic Program....."I Led Three Lives"
TV DRAMATIC PROGRAM....."U. S. Steel"
TV SPECIAL EVENT.....Ford's Fiftieth Anniversary
TV DOCUMENTARY (One-time)...."See It Now—This Is Berlin"
TV PUBLIC INFORMATION PROGRAM...."American Inventory"
TV NEW CHARACTERIZATION..Leon Ames "Life With Father"
TV's MOST PROMISING NEW PERSONALITY.....Julius LaRosa
TV EDUCATIONAL PROGRAM....."Excursion"
LOCAL TV DOCUMENTARY....."Before Your Eyes"
LOCAL TV EDUCATIONAL PROGRAM...."Shakespeare On TV"
RADIO DOCUMENTARY ....."Last Man Out"
RADIO PUBLIC INFORMATION.....CBS's "Feature Project"
RADIO, NEW SHOW....."Stage Struck"
RADIO, MOST PROMISING NEW PERSONALITY....Gale Storm
RADIO, DRAMATIC PROGRAM....."NBC Star Playhouse"
RADIO, CRIME PROGRAM....."Crime Classics"

POPULARITY WINNERS

TOP TEN

Male Personality,	TV	Jack Webb
	Radio	Jack Benny
Female Personality,	TV	Roberta Linn
	Radio	Eve Arden
Male Supporting Player,	TV	Bill Frawley
	Radio	Ben Alexander
Female Supporting Player,	TV	Vivian Vance
	Radio	Mary Livingstone
Program,	TV	"Dragnet"
	Radio	"Dragnet"

GALE STORM

Virginia Press Photo Assoc
(Murrow award
April 9, 1954

May 11, 1954

Dear Bill:

Thanks for yours of April 9 about the VPPA award. It is indeed a handsome trophy, and I am proud that it bears my name. $15.65 I gathered that I was to send my check directly to Lundin's and have done so.

As ever yours,

Mr. Bill Thompson, Jr.
Station WRVA
Richmond 12, Virginia

dm

POWER—50,000 WATTS
STUDIOS—RICHMOND and NORFOLK

WRVA

Virginia's Premier Radio Station

RICHMOND 12, VIRGINIA

April 9, 1954

Mr. Edward R. Murrow,
485 Madison Avenue,
New York 22, N. Y.

Dear Ed:

We recently completed our hearing before an FCC Examiner for Channel 12 here. Prior to that I was busy helping to prepare our exhibit and therefore was lax in my duties for the Virginia Press Photographers Association.

Back in January we awarded the trophy which you so graciously contributed for the first TV photo competition conducted by the VPPA. Enclosed you will find an invoice for the trophy, plus a glossy photo of it.

Also enclosed is a photograph of Hodd Schumaker, vice-president of Graflex, Inc., presenting it to Harry Nicholas of WTAR-TV in Norfolk, Virginia, for his prize winning entry.

This trophy is a perpetual award and will be given yearly.

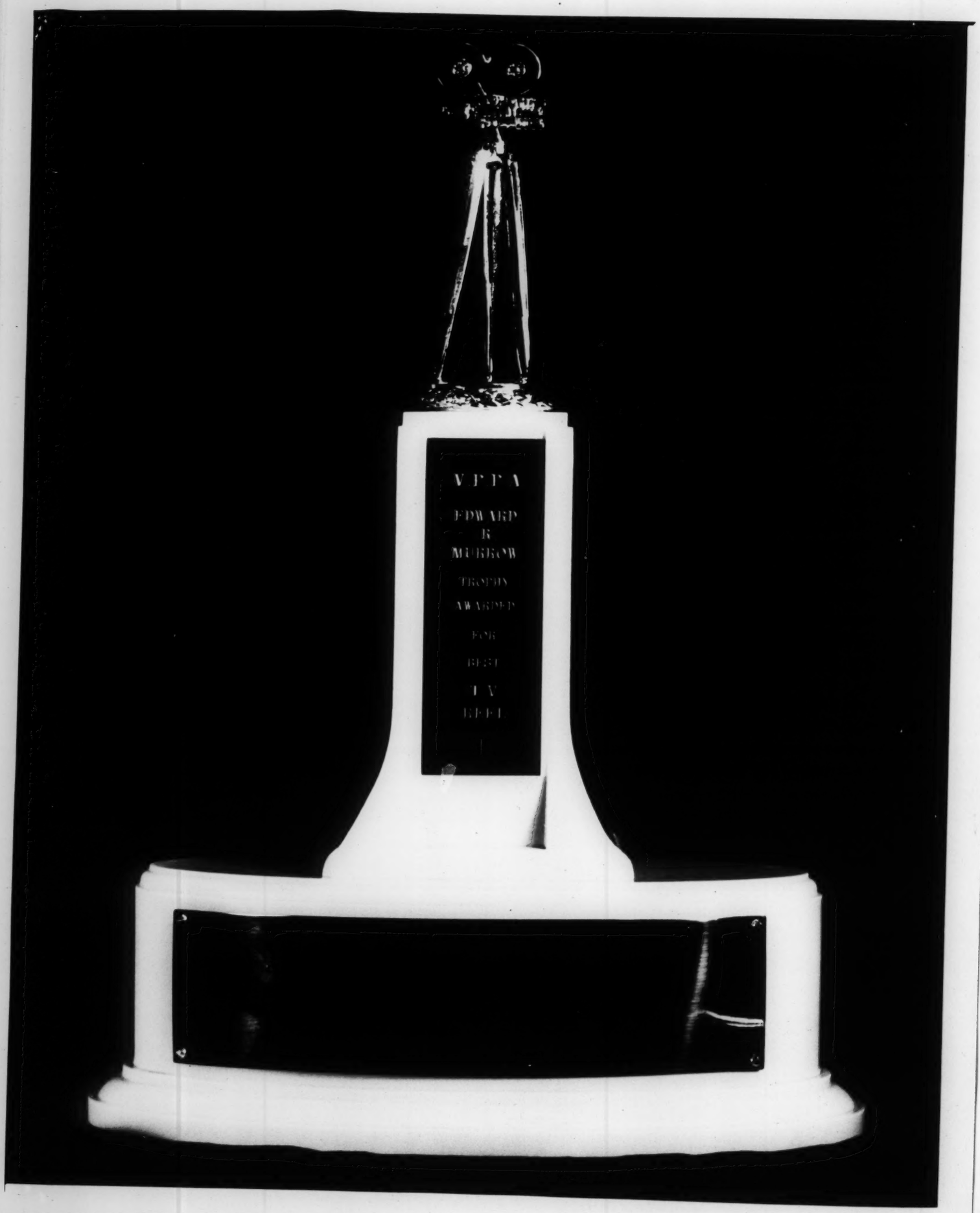
May I express the sincere thanks of the VPPA to you for what we think is our most beautiful and our top prestige award.

With kindest personal regards, I am,

Sincerely yours,

Bill

Bill Thompson, Jr.,
Publicity Manager.


VFFA
EDWARD
R
MURROW
TROPHY
AWARDED
FOR
BEST
TV
REPORT

S. L. HAMMERMAN ORGANIZATION, INC.

Feb 2 1957
Advertising Club of Baltimore

REALTORS — MORTGAGE BANKERS

BALTIMORE — WASHINGTON

Awards

S. LAWRENCE HAMMERMAN
CHAIRMAN OF THE BOARD

16 PARK AVENUE BALTIMORE 1, MD.
Plaza 2-8661

Put on 57 list

December 12, 1956

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, New York

Dear Ed:

On behalf of my entire committee and myself, it is a real pleasure and privilege to have you come to Baltimore and receive The Advertising Club's Award as the "Outstanding Television Personality of 1956."

Our Banquet is the most outstanding event in Maryland with its three-tier head table graced by the Governor, the Mayor, our two United States Senators, our Congressmen, Judges, etc. Also, invitations are being extended to some of your own colleagues such as Mr. Merle Jones, Mr. Hubbell Robinson, Mr. Edward Shurick, Mr. Herbert Akerberg, Mr. Charles Oppenheim, Mr. Robert Jamieson, Mr. Sig Mickelson, Mr. Ralph Hardy and others to be designated later.

If there are others that you personally wish to bring along to sit at the head table or otherwise, I shall be delighted to extend the invitations. This of course, is a black tie, stag affair. No

You will be met, either at the airport or train station, by a committee consisting of Mr. Bill Hilgenberg, the President of our Club; Mr. Jack Jett, Vice President of the Baltimore Sunpapers and head of WMAR-TV; Joe Katz and myself.

After your arrival, there will be a luncheon in your honor attended only by newspaper men, the above committee, the people who will accompany you from New York, and some of the local representatives who sponsor your PERSON TO PERSON program, as well as a representative of the Joseph Katz Agency.

Please be assured that a hearty welcome is awaiting you as we feel privileged to bestow this well deserved honor upon you.

Looking forward to meeting you personally, and with kindest regards, I am,

Sincerely yours,

S. LAWRENCE HAMMERMAN
Executive Chairman, Banquet Committee
The Advertising Club of Baltimore, Inc.

SLH/mrl

THE

ADVERTISING CLUB

OF BALTIMORE

SALUTES

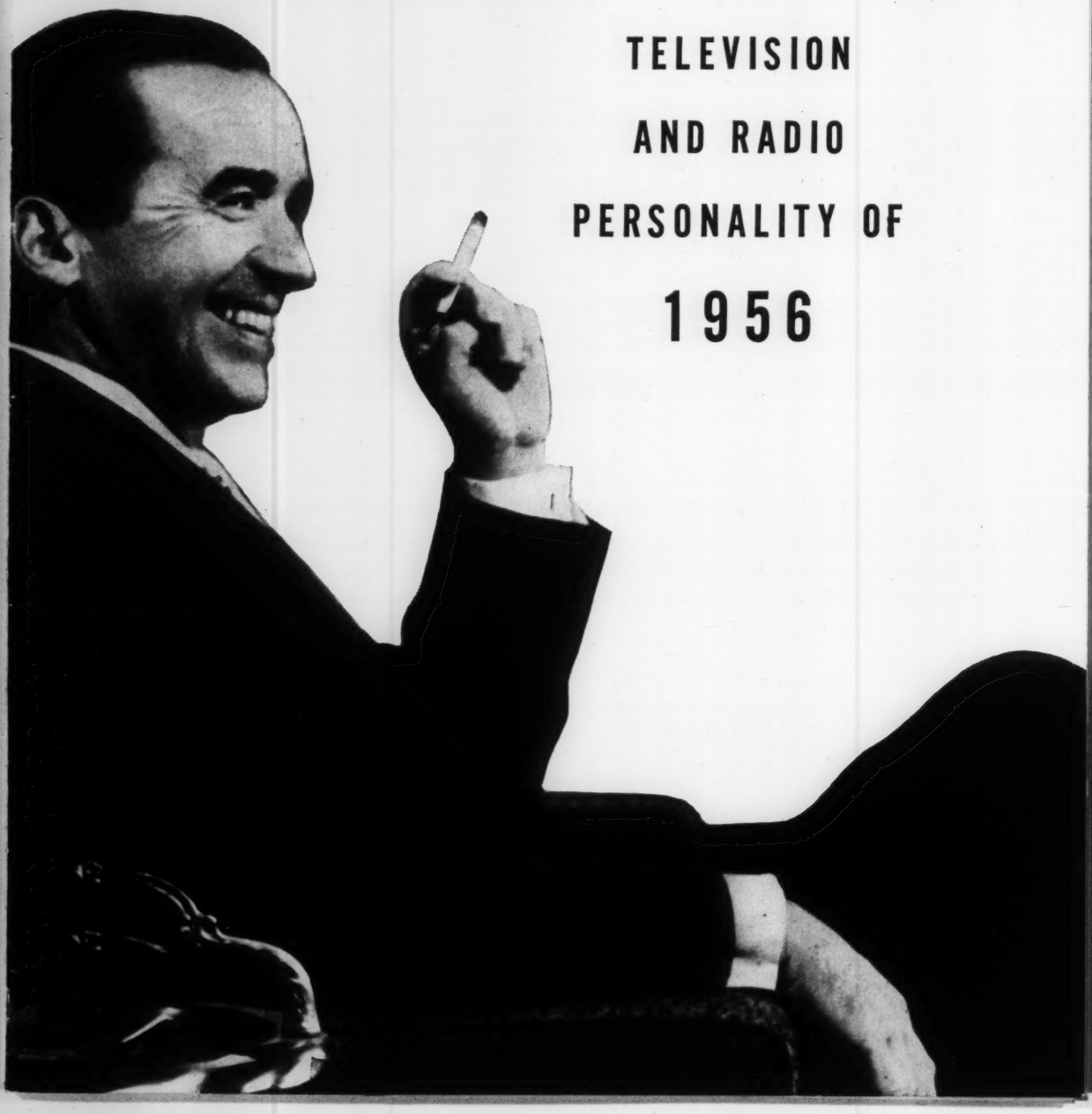
Edward R. Murrow

TELEVISION

AND RADIO

PERSONALITY OF

1956



The 49th

Annual Banquet

of

The Advertising Club

of Baltimore, Inc.

EMERSON HOTEL

February 2nd, 1957

S. LAWRENCE HAMMERMAN
Executive Chairman
Annual Banquet Committee
1927—1957

30

To look at him, you wouldn't believe he's just turned 30, would you? But when you ask Sam Hammerman when he was born, he replies: "The night the first Ad Club Banquet I chairmaned took place."

We checked the matter and found that this event took place in 1927.

A lot of water has gone under the dam during the years which passed. Kings have come and gone . . . likewise countries on the map.

But Sam, like Time itself, just keeps going . . . making each successive Banquet greater than anything before it.

When you see Sam after tonight, he'll agree with you that this one was the greatest of all, and then promptly start laying plans to make next year's even greater . . . if that's possible.

Our guest of honor, Ed Murrow, will tell you "30" at the end of a news release means "end of release". But to our Banquet Chairman it means the beginning . . . of 30 more!

30

E
Ou
of

Winner of our 11th Annual Award

Outstanding Television Personality of 1956

TONIGHT IS TO MURROW

"Why then the world's my oyster
which I with sword will open"

NEARLY 400 years ago, William Shakespeare wrote these lines. He didn't know it, but he was describing Edward R. Murrow.

No other human within our time has played such an important part in reporting history as it was being made. At times he has actually made history himself.

As for Mr. Murrow's own history—he was born almost 49 years ago in Greensboro, N. C. Soon thereafter the Murrow family moved to the State of Washington, where Ed spent his growing years. Educated at Washington State College, he graduated *summa cum laude* with a B.A. degree and a Phi Beta Kappa key. If, as is logical to suppose, he was selected by his class as "man most likely to succeed", it was indeed the classic understatement of our age.

In 1937, after several years with CBS, Mr. Murrow became European director for the network. His broadcasting career began in 1938 with Germany's anschluss of Austria. From then on, he was an on-the-spot observer of every major event that led to and took place during World War II. During the blitz of London, his CBS offices were bombed 3 times.

The day Pearl Harbor was bombed, Mr. Murrow was a guest at the White House. Back in England in 1942, he flew on combat missions with the British and American Air Forces.

His postwar news coverage has included the Korean War; the wedding and coronation of Queen Elizabeth II; foreign ministers' conferences; the Italian elections; British elections and other events far too numerous to list.

Edward R. Murrow is married to the former Janet Huntington Brewster, whom he met in 1932 and married in 1934. Their son, Charles Casey, was born in 1945 in London.

Archibald MacLeish once said of Edward R. Murrow: "Because you told them the truth and because you destroyed the superstition of distance and time, which makes the truth turn false, you have earned the admiration of your countrymen".

Tonight, for impeccably honest, objective reporting; for "See It Now"; for "Person to Person"; for his tireless efforts which have helped make his network a by-word for great news coverage; for having played a part in making history; and finally, although the world is obviously his oyster, for prying it open with the pen instead of the sword, we of the Advertising Club of Baltimore honor Edward R. Murrow as Outstanding Television Personality of 1956.

EDWARD R. MURROW
utstanding Television Personality
f 1956

Menu

Fresh Fruit Cocktail—in Orange Skin
(Fresh Fruit Only)

Hearts of Celery Queen Olives

Cream of Tomato Soup in Cup—with Rice

Roast Prime Ribs of Beef au Jus
New String Beans in Butter
Chateau Potatoes

Coffee

Ice Cream Meringue Chantilly
Petits Fours

The Advertising Club of Baltimore, Inc.

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You Owe Special Thanks Because . . .

You'd Never Get There Without AMOCO!

No, you'd never get that wonderful PLUNDER BOX home without the very special box contributed by the AMERICAN OIL CO. Just imagine how many shopping bags you'd need and then join us in thanks to AMOCO.

Christmas Comes Twice A Year!

That's right, thanks to the PLUNDER BOX COMMITTEE (headed by JOHN CROZIER) which fills that oversize box with so many valuable and useful items. What a busy bunch of beavers these men are who make your wife glad to see you when you come home from the AD CLUB BANQUET. Here are the men who did the job:

JOHN A. CROZIER, *Chairman*
ELLIS B. MYERS, *Vice Chairman*
E. J. VINNICOMBE, JR., *Vice Chairman*
JOSEPH N. SEWELL
ARTHUR V. HALL
THOMAS J. KELLY
VERNON H. HELWIG
JAMES T. LANIER

Your Program Is A Noteworthy Souvenir!

Thanks to a group of men who bring their skill to the task of giving you a program worthy of this occasion. They've donated their time and resources to give you a souvenir program that will stir fond memories after the BANQUET has become Ad Club history.

Printing the Program and Tickets
VICTOR P. SKRUCK, The Maurice Leeser Company

Engravings for Programs and Tickets
PAUL L. LOVE, Advertisers Engraving Company

Program Format and Copy
MARX S. KAUFMAN, Marx Kaufman Advertising, Inc.

Wow! What a Plunder Box!

Meet the Folks Who Made It Possible

The Advertising Club of Baltimore is indebted to those contributors here listed, who through their generosity, have done much toward the success of this occasion.

We regret the fact that names of some of our contributors are omitted from the list. The printing dead line being January 25th.

Allen Products Co., Inc.	Allentown, Pa.	A.L.P.O. Dog Food
Alberto Culver of Hollywood, Calif.	Chicago, Ill.	Rinse-A-Way
A-1 Sauce Co.	New York, N. Y.	A-1 Sauce
American Brewery, Inc.	Baltimore, Md.	American "All Grain" Beer
American Chicle Co.	Long Island City 1, N. Y.	Dentyne Chewing Gum
American Greeting Card Co.	Cleveland, Ohio	Greeting Card
Baltimore Life Ins. Co.	Baltimore, Md.	Band Aid Folders
Baltimore & Ohio R. R. Co.	Baltimore Md.	B & O Ash Trays
B. C. Remedy Co.	Durham, N. C.	B. C. Headache Tablets
Becker Pretzel Bakeries, Inc.	Baltimore, Md.	Pretzels
Beech Nut Life Savers, Inc.	Port Chester, N. Y.	Beech Nut and Life Savers
Block Drug Co.	Jersey City, N. J.	Ammi-I-Dent Toothpaste
Bon Ami Company	New York, N. Y.	Bon Ami Cake—Cleaner Jet Spray Bon-Ami
Bond Distributing Co.	Baltimore, Md.	Carling's Black Label Beer
The Borden Co.	New York, N. Y.	Star Lac Powdered Dry Milk
Brager Display Center	Baltimore, Md.	Scratch Pads
Bristol Myers Company	New York, N. Y.	Gift Boxes
Burrough Bros. Mfg. Co.	Baltimore, Md.	Sun Tan Lotion
Cadie Chem. Prod. Co.	New York, N. Y.	Cadie Service Polish Cloth
Calvert Drug Company	Baltimore, Md.	Assorted Items
Harry T. Campbell Sons Corp.	Towson, Md.	Tele-Note holders
Canada Dry Gingerale	Philadelphia, Pa.	Bottle opener
Cavalier Company	Baltimore, Md.	Cavalier Shoe Dressing
Chattanooga Medicine Co.	Chattanooga, Tenn.	Black Draught Tablets, Soltice
Chesapeake Restaurant	Baltimore, Md.	Ticket for Champagne Cocktails

Chesapeake & Potomac Tel. Co.	Baltimore, Md.	Mints and Telephone Directories
Charms, Inc.	Bloomfield, N. J.	Charms
Church & Dwight Co., Inc.	New York, N. Y.	Arm & Hammer Baking Soda
Colgate Palmolive Co.	Jersey City, N. J.	Colgate Tooth Paste
Corn Products Sales	Baltimore, Md.	Niagara Laundry Starch Kasco Dog Food
Corral Wodiska Y Ca	Tampa, Florida	Bering Cigars
W. T. Cowan, Inc.	Baltimore, Md.	Book Matches
Creomulsion Co.	Atlanta, Ga.	Creozets
The Crosse & Blackwell Co.	Baltimore, Md.	Cock-A-Leekie
Curtis Circulation Co.	Philadelphia, Pa.	Bantam Books
Davidson Transfer & Storage Co.	Baltimore, Md.	Book Matches
Dell Publishing Co.	New York, N. Y.	Dell Comics
Diamond Crystal Salt Co.	New York, N. Y.	Diamond Crystal Pencils
Diaperwite, Inc.	New York, N. Y.	Diaperwite
Donnelly Advertising Corp. of Md.	Baltimore, Md.	Booklet
Dow Corning Corp.	Midland, Mich.	Sight Savers
Doyle Packing Co., Inc.	Long Branch, N. J.	Strongheart Dog Food
S. M. Edison Chemical Co.	Chicago, Ill.	Dermassage
Albert Ehlers Company	New York, N. Y.	Ehlers Coffee
El-Ge Potato Company	Baltimore, Md.	El-G Potato Chips
Emerson Drug Company	Baltimore, Md.	Fizzies
Esso Standard Oil Co.	Baltimore, Md.	Esso Red Plaster Banks
Ex-Lax, Inc.	Brooklyn, N. Y.	Ex-Lax
Flavour Candy Co.	Chicago, Ill.	Melt-O-Mints
Frank Tear Spice Co.	Cincinnati, Ohio	Mister Mustard
Globe Brewing Co.	Baltimore, Md.	Arrow 77
Goetze's Candy Co.	Baltimore, Md.	Goetze's Caramel Creams
Goldenberg Candy Co.	Philadelphia, Pa.	Peanut Chews
Green Giant Co.		Niblet Whole Corn
Grove Laboratories, Inc.	St. Louis, Mo.	Fitch Dandruff Remover Shampoo
Gunther Brewing Co.	Baltimore, Md.	Gunther Beer
Harrison Products, Inc.	San Francisco, Cal.	No-doz
Hershey Chocolate Co.	Hershey, Pa.	Confections
International Salt Co., Inc.	Scranton, Pa.	Sterling Personal Shakers
Johnson & Johnson	New Brunswick, N. J.	First Aid Cream, Baby Soap, Stars "N" Strips
Kurlash, Inc.	Rochester, N. Y.	Kurlene tubes
C. C. Lang & Sons	Baltimore, Md.	Lang's Farm Style Chili Relish
Larus & Bro. Co., Inc.	Richmond, Va.	Edgeworth Smoking Tobacco
V. LaRosa & Sons, Inc.	Hatboro, Pa.	Cook Books
Maurice Leeser Co.	Baltimore, Md.	Note makers
Lehn & Fink	New York, N. Y.	Hinds Pink Touch Lotion
Lever Bros. Co.	New York, N. Y.	Pepsodent Tooth Paste
Lewis-Howe Co.	St. Louis, Mo.	NR and Tums samples
P. Lorillard Co.	New York, N. Y.	Old Gold Filter Tip Cigarettes
Edward A. Luzzie Co.	Baltimore, Md.	Map of Baltimore
Madera Bonded Wine & Liquor Co.	Baltimore, Md.	Mt. Zion Wine
Mangels Herold Co., Inc.	Baltimore, Md.	King Liquid Starch & King Fluff
Maran Printing Co.	Baltimore, Md.	Scratch Pads & Telephone Memo Pads
Marcalus Mfg. Co.	Philadelphia, Pa.	Cocktail Napkins
Maryland Paper Box Co.	Baltimore, Md.	Book Matches
Maryland Paper Prod. Co.	Baltimore, Md.	Sweetheart Soda Straws
Maryland Pharm. Corp.	Baltimore, Md.	Rem
Miles Laboratories, Inc.	Elkhart, Ind.	Alka-Seltzer
Mercantile Safe Deposit & Trust Co.	Baltimore, Md.	Booklet—Private Secretary

McCormick & Co., Inc.	Baltimore, Md.	Cheeze-Dip
National Brewing Co.	Baltimore, Md.	National Premium Beer
Nestle Co.	Camden, N. J.	Nestle De-Cof
Norex Laboratories	New York, N. Y.	Amitone
NuDyper Baby Service	Baltimore, Md.	Book Matches
Oakite Prod., Inc.	New York, N. Y.	Oakite
Odell Co., Inc.	Newark, N. J.	Trol
Oriole Cafeterias, Inc.	Baltimore, Md.	Oriole Balloons
Panzer Packing Co.	Baltimore, Md.	
Personal Products Corp.	Milltown, N. J.	Coets
Pharmaco, Inc.	Kenilworth, N. J.	Chooz & Medigum
Planters Nut & Chocolate Co.	Wilkes-Barre, Pa.	Planters Peanuts
Pompeian Olive Oil Corp.	Baltimore, Md.	Laco Liquid Shampoo Pompeian Instant Spaghetti Sauce
Popular Club Beverage Co.	Middle River, Md.	Popular Club
Quaker Oats Co.	Philadelphia, Pa.	Quick Ken-L-Meal
W. G. Reardon Lab., Inc.	Port Chester, N. Y.	Mouse Seed
Richardson Co.	Philadelphia, Pa.	After Dinner Patties
Harold F. Ritchie, Inc.	Clifton, N. J.	Brylcreem
Helena Rubinstein	New York, N. Y.	Gift Package
Sayman Products Co.	St. Louis, Mo.	Sayman Soap & Salve
Wm. Schluderberg-T. J. Kurdle Co.	Baltimore, Md.	Esko Super Creamed Shortening and Key Chains
Security Title Guarantee Corp. of Baltimore	Baltimore, Md.	Book Matches
Seven Up Bottling Co.	Baltimore, Md.	Seven-Up
Shell Oil Co.	Baltimore, Md.	Book Matches
Shulton Co.	New York, N. Y.	Assorted Merchandise
Sinclair Refining Company	Baltimore, Md.	Sinclair Lighter Fluid
Smith Bros. Co.	Poughkeepsie, N. Y.	Smith Bros. Cough Drops
Smith's Transfer Corp. of Staunton, Va.	Staunton, Va.	Pencils and Book Matches
Smith Victory Corp.	Buffalo, N. Y.	Bobbie Pins
Spatina Co.	Philadelphia, Pa.	Spatina Spaghetti Sauce
E. R. Squibb & Sons	New York, N. Y.	
Standard Distiller Products	Baltimore, Md.	Pencils
Stirling, Morris & Co.	Baltimore, Md.	Stock Digest
Sun Life Ins. Co. of America	Baltimore, Md.	Hygeia Nursers
Abraham & Herman Stopak (Lion Match Co.)	Baltimore, Md.	Book Matches
Sunshine Biscuit Co.	Baltimore, Md.	Hydrox Cookies
Sutliff Tobacco Co.	Richmond, Va.	Package Smoking Tobacco
Sweets Co. of America	Hoboken, N. J.	Tootsie Rolls
Tetley Tea Co., Inc.	New York, N. Y.	Tetley Tea
J. A. Tumbler Lab.	Baltimore, Md.	Tumbler Silver Polish
Tussy Cosmetiques	New York, N. Y.	Tussey Cosmetics
Union Pharmacal Co.	Bloomfield, N. J.	Saraka
Virginia Dare Extract Co., Inc.	Brooklyn, N. Y.	Worcestershire Sauce
Ward Baking Co.	Baltimore, Md.	Novelty item
Weco Products Co.	Chicago, Ill.	Gift Box
Wella Corporation	Englewood, N. J.	Kolestral
Western Maryland Railway	Baltimore, Md.	Book Matches
Wildroot Co., Inc.	Buffalo, N. Y.	Assorted Merchandise
Wm. Wrigley Jr., Co.	New York, N. Y.	Wrigley Gum
Yager Drug Co.	Baltimore, Md.	Yager Liniment

Autographs

"THE FROLICS OF 1957"

49th Annual Banquet

Emerson Hotel **February 2, 1957**

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Morton S. Swimmer
Edward J. Vinnicombe, Jr.
Sir Robert Welch
Martin J. Welsh, Jr.
John E. Weyer
C. R. Zarfoss

Head Table No. 1

(Seated left to right)

HON. RICHARD E. LANKFORD,
(U. S. Congressman from Maryland)
HON. EDWARD A. GARMATZ,
(U. S. Congressman from Maryland)
HON. GEORGE H. FALLON,
(U. S. Congressman from Maryland)
CLARENCE E. ELDERKIN,
(President, Consolidated Engineering Co., Inc.)
RALPH W. HARDY,
(Vice President Columbia Broadcasting System, Inc.)
EDWARD J. VINNICOMBE, JR.,
(First Vice President, The Advertising Club of Baltimore, Inc.)
LEONARD J. NOVOGROD,
(Vice President and General Manager, The May Co.)
C. R. ZARFOSS,
(Honorary President, The Advertising Club of Baltimore, Inc.)
GENERAL MILTON A. RECKORD,
(The Adjutant General, State of Maryland)
WILLIAM F. SCHMICK, JR.,
(Executive Vice President, The Sunpapers)
HON. JOHN M. BUTLER,
(U. S. Senator from Maryland)
HON. SIMON E. SOBELOFF,
(Circuit Judge, United States Court of Appeals For The Fourth Circuit)
HON. LEON ABRAMSON,
(President, City Council)
WILLIAM F. HILGENBERG,
(President, The Advertising Club of Baltimore, Inc.)
EDWARD R. MURROW,
(Outstanding Television Personality of 1956)
S. LAWRENCE HAMMERMAN,
(Executive Chairman, 49th Annual Banquet Committee)
HON. THEODORE R. MCKELDIN,
(Governor of Maryland)
HON. HERBERT R. O'CONOR,
(Former U. S. Senator from Maryland)
EWELL K. JETT,
(Vice President and Director of Television, WMAR-TV)
FRED I. ARCHIBALD,
(Publisher, Baltimore News-Post, Sunday American)
JOSEPH KATZ,
(President, The Joseph Katz Advertising Co.)
CHARLES P. MCCORMICK,
(Chairman of the Board, McCormick & Co., Inc.)
RUSSELL B. ADAMS,
(Vice President, Pan American World Airways)
SIR ROBERT WELCH,
(Second Vice President, The Advertising Club of Baltimore, Inc.)
SIG MICKELSON,
(Vice President, News and Public Affairs, CBS Television)
WILLIAM K. FREIERT,
(Associate Chairman, 49th Annual Banquet Committee)
DR. R. WALTER GRAHAM, JR.,
(Comptroller, City of Baltimore)
W. ARTHUR GROTZ,
(President, Western Maryland Railway Company)
HON. SAMUEL N. FRIEDEL,
(U. S. Congressman from Maryland)
HON. JAMES P. S. DEVEREUX
(U. S. Congressman from Maryland)

Head Table No. 2

(Seated left to right)

ROBERT F. JAMIESON,
(Network Sales Service Manager, CBS Television)
HON. HOWARD W. JACKSON,
(Chairman, Reception Committee, 49th Annual Banquet)
WALTER F. PERKINS,
(President, Airport Board)
PHILIP S. STIRLING,
(Secretary, The Advertising Club of Baltimore, Inc.)
HON. J. MILLARD TAWES,
(Comptroller, State of Maryland)
MARX S. KAUFMAN,
(Honorary Vice Chairman, 49th Annual Banquet Committee)
EDWARD P. SHURICK,
(National Director, Stations Relations, CBS Television)
HON. R. DORSEY WATKINS,
(Judge, United States District Court)
VICTOR P. SKRUCK,
(Honorary Chairman, 49th Annual Banquet Committee)
HON. LOUIS L. GOLDSTEIN,
(President, Senate of Maryland)
HON. AUGUSTINE J. MULLER,
(County Commissioner of Baltimore County)
PATRICK J. ROCHE,
(Honorary Vice Chairman, 49th Annual Banquet Committee)
HON. MICHAEL J. BIRMINGHAM,
(President, County Commissioners of Baltimore County)
DALE W. BARRATT,
(President, The Baltimore Transit Co.)
HON. ROBERT B. HAMILL,
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JOHN A. CROZIER,
(Treasurer, The Advertising Club of Baltimore, Inc.)
HENRY D. BLAIR, JR.,
(General Counsel, The Advertising Club of Baltimore, Inc.)
HON. C. FERDINAND SYBERT,
(Attorney General, State of Maryland)
DAVID WILLIAMS,
(Eastern Manager, CBS Stations Relations)
HON. JAMES M. HEPBRON,
(The Police Commissioner, City of Baltimore)
HON. THOMAS N. BIDDISON,
(The City Solicitor)
HON. JOHN C. LUBER,
(Speaker, The House of Delegates)
HON. GEORGE L. RADCLIFFE,
(Former U. S. Senator from Maryland)
HON. JOSEPH H. ITZEL,
(Former Chief Inspector, Baltimore Police Department)

Head Table No. 3

(Seated left to right)

HON. J. HAROLD GRADY,
(State's Attorney of Baltimore City)
HON. JOHN E. RAINE, JR.,
(Judge, Circuit Court of Baltimore County)
HON. JOHN B. GONTRUM,
(Chief Judge, Circuit Court of Baltimore County)
HON. JOSEPH ALLEN,
(Judge, Supreme Bench of Baltimore City)
HON. JOSEPH L. CARTER,
(Judge, Supreme Bench of Baltimore City)
HON. JOHN T. TUCKER,
(Judge, Supreme Bench of Baltimore City)
HON. MICHAEL T. MANLEY,
(Judge, Supreme Bench of Baltimore City)
HON. JOSEPH R. BYRNES,
(Judge, Supreme Bench of Baltimore City)
HON. JAMES K. CULLEN,
(Judge, Supreme Bench of Baltimore City)
HON. CHARLES E. MOYLAN,
(Judge, Supreme Bench of Baltimore City)
HON. E. PAUL MASON,
(Judge, Supreme Bench of Baltimore City)
HON. S. RALPH WARNKEN,
(Judge, Supreme Bench of Baltimore City)
HON. ANSELM SODARO,
(Judge, Supreme Bench of Baltimore City)
HON. EDWIN HARLAN,
(Judge, Supreme Bench of Baltimore City)
HON. MICHAEL PAUL SMITH,
(Judge, Circuit Court of Baltimore County)
HON. LESTER L. BARRETT,
(Judge, Circuit Court of Baltimore County)
HON. WALTER E. BLACK, JR.,
(United States District Attorney)

Orchids and Sincere Thanks . . .

to our CAPITAL AWARDS COMMITTEE for providing those wonderful prizes that give extra zip to the occasion.

This hard working committee consists of EDWARD B. BERLET, Chairman; Philip S. Stirling, Vice Chairman; William G. Gideon, Irvin M. Greenbaum, Frederick K. Schloss and E. J. Vinnicombe, Jr.

CAPITAL AWARDS

Awards	*Donors*
$50 U. S. Savings Bond	C. William Hetzer, Inc.
RCA Portable Radio	Leslie H. Peard, Jr. (*WBAL and WBAL-TV*)
Taxi Coupons—Value $25.00	Robert Freedman (*The Yellow Cab Co.*)
Man's 2-suiter LEATHER HYDE Suitcase	John A. Crozier
Plate Glass Mirror for Door	Aaron Caplan (*Caplan Bros., Inc.*)
$50 U. S. Savings Bond	Philip S. Stirling (*Stirling, Morris & Co.*)
Granco Clock Radio	Robert C. Embry (*W-I-T-H*)
Silver Pepper Grinder	McCormick & Co., Inc.
Remington Contour Electric Shaver	The Henry B. Gilpin Co. (*Bernard A. Appel*)
Check for $100.00	Carl P. Schmidt (*Schmidt Baking Co., Inc.*)
Case LORD CALVERT Whiskey	William M. Reindollar (*Calvert Distilling Co.*)
$50 U. S. Savings Bond	Sam W. Borden (*Loyola Federal Savings & Loan Ass'n*)
Corner China Cabinet (Installed)	Victor Frenkil (*Baltimore Contractors, Inc.*)
One Season Pass—1957 Oriole Home Games	Baltimore Orioles Baseball Club
General Electric Table Radio	Bentley A. Stecher (*W-E-B-B*)
$100.00 Lebow Suit	Davidson Transfer & Storage Co.
Ladies Ronson Cigarette Case and Lighter	S. & N. Katz, Inc.
$89.95 Bolex 8-mm. Movie Camera	Milton Stark (*Stark—Films*)
$50 U. S. Savings Bond	Equitable Trust Company (*Joseph H. Clifford & Raymond R. Rever*)
General Electric Table Radio	H. Shelton Earp, Jr., (*W B M D*)
Case SEAGRAM'S 7-Crown Decanters	McCarthy-Hicks, Inc., (*Edward S. Buckler, Jr.*)
WORSTED-TEX Suit	The Modern WARNER'S (*Frederick R. Poole*)
$50 Eversharp Double Pen Desk Set	Agar Bergeron (*Lucas Bros., Inc.*)
2 Season Books—1957 Colts Home Games	William F. Hilgenberg

Printed by
MAURICE LEESER CO.
Baltimore, Md.

Am. Academy of Arts + Letters
May 22, 1957

May 17, 1957

Dear Miss Geffen:

Enclosed herewith is Mr. Murrow's speech which he will deliver on May 22nd.

Sincerely yours,

Rebecca Holder
Secretary to Mr. Murrow

Miss Felicia Geffen
Assistant to the President
American Academy of Arts and Letters
633 West 155 Street
New York City

What is good Speech?

Chinese — Foreign Names —

Great — Trial Pain of Lawn Speaker. Frog sticks man in his throat —

Shalom [redacted]

Kind of Bar to another —

Silver is a hard argument to beat. — Josh Billings —

Cross Roads store —

The American Academy of Arts and Letters

633 WEST 155 STREET
NEW YORK 32, NEW YORK

May 13, 1957

Dear Mr. Murrow:

We are delighted to hear that you and Mrs. Murrow will come to our luncheon on Wednesday, May 22, at 12:30, preceding the Ceremonial.

Please use the entrance to the administration building, 633 West 155th Street, and not the auditorium entrance, as printed on the card.

We hope to receive your speech by the end of this week in order that we may have it run off on our multilith machine for the press.

Very sincerely yours,

Felicia Geffen

Felicia Geffen
Assistant to the President

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

The American Academy of Arts and Letters

633 WEST 155 STREET
NEW YORK 32, NEW YORK

April 26, 1957

Dear Mr. Murrow:

Enclosed please find the invitation for our annual Ceremonial, at which Deems Taylor will present you with the Medal for Good Speech in Broadcasting.

If you would like us to invite any of your friends, please send a list of their names and addresses as soon as possible.

May we receive from you, not later than May 10th, your acceptance speech, two or three minutes in length? As we wrote you last year, the texts of all addresses made at the Ceremonial will be published in our annual Proceedings.

Preceding the Ceremonial, the members of the Academy and Institute meet informally for luncheon at 12:30 in the Museum of the Academy, and you and Mrs. Murrow are most cordially invited to attend.

May I hear from you about this at your earliest convenience?

Very sincerely yours,

Felicia Geffen

Felicia Geffen
Assistant to the President

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

P.S. As you will be seated on the stage for which you will receive a platform ticket, please designate on the enclosed card whether Mrs. Murrow wishes one or two seats in the orchestra.

Eng. Part
FPC.

The American Academy of Arts and Letters

633 WEST 155 STREET
NEW YORK 32, NEW YORK

Awards -
May 22

January 17, 1957

Dear Mr. Murrow:

I have just heard the happy news from Mr. Deems Taylor that you will attend the annual ceremonial of the American Academy and the National Institute of Arts and Letters, on Wednesday, May 22, 1957 at 3:00 P. M., at the Academy building, 633 West 155th Street, New York City, to accept in person the Academy's Gold Medal for Good Speech in Broadcasting, which you were prevented from accepting last year because of your absence from the country.

At Mr. Taylor's suggestion, I am sending you herewith a 1956 Yearbook of the Academy-Institute, which may acquaint you further with our memberships and activities. was not enclosed.

Very sincerely yours,

Felicia Geffen

Felicia Geffen
Assistant to the President

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Billboards Award
July 24, 1957

August 24, 1957

Dear Mr. Chase:

I was out of town when your telegram of July 24th arrived.

Thank you very much. I shall hope to do better in the future.

Sincerely yours,

Mr. Sam Chase
TV Editor and General Manager
BILLBOARD
New York, New York

fc

(Dictated but not signed by Mr. Murrow)

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1220 (R 11-54)

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

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NEWYORK NY JUL 24 1957

EDWARD R MURROW

DLR 10AM CBS 485 MADISON AVE NYK

DELIGHTED TO INFORM YOU THAT THE TELEVISION INDUSTRY, VIA BALLOTING OF STATION, ADVERTISER AND AGENCY EXECUTIVES INVOLVED IN BUYING AND PROGRAMMING OF TV SHOWS, HAS VOTED FIRST PLACE IN BILLBOARD'S FIFTH ANNUAL PROGRAM & TALENT AWARDS TO YOU AS BEST NETWORK COMMENTATOR OF THE 1956-57 SEASON.

FULL DETAILS OF AWARDS AND THE BALLOTING IN JULY 29 ISSUE OF BILLBOARD, OUT MONDAY, SINCERE CONGRATULATIONS AND BEST REGARDS.

SAM CHASE TV EDITOR & GENERAL MGR
BILLBOARD NEW YORK

1118P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Cornellian Awards

COLUMBIA BROADCASTING SYSTEM

May 13, 1955

Office Communication

to: Ed Murrow

from: John Day February 23

The attached arrived without any covering letter.

May I offer my congratulations?

JD

THE CORNELLIAN

Citation for Meritorious Service In Journalism

Is Awarded to Edward R. Murrow

of C.B.S. News

In Recognition Thereof.

Issued This 13th Day of May, 1955,

At Cornell College, Mount Vernon, Iowa.

Advisor

John K. Lively
Editor

Delta Phi Epsilon
June 24, 1955

Delta Phi Epsilon

55 WEST 42ND STREET, NEW YORK 18, NEW YORK

12-19-55

Executive Council

For Immediate Release

Radio and T.V. Editors

Edward R. Murrow, noted radio and television news analyst, is the recipient of the Delta Phi Epsilon Sorority "Man of the Year" Award. Mr. Murrow accepted the plaque in his office from Mrs. Howard G. Rossner, the sorority's National President, and Mrs. John A. Sherman of Toronto, sponsor of the presentation. He was cited for his "impartial, honest presentation of the current issues to the thinking public."

December 19, 1955 - New York City

DELTA PHI EPSILON

55 WEST 42ND STREET NEW YORK 36, N. Y.

EXECUTIVE COUNCIL

(Stetler)

December 15, 1955

Miss Rebecca Holder
Secretary to Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N.Y.

Dear Miss Holder:

Conforming the telephone conversation with Mrs. Howard G. Rossner, the following officers of our Sorority will be in Mr. Murrow's office Monday, December 19th at 3 P.M. for the presentation:

Mrs. Howard G. Rossner, National President
Mrs. Leon M. Prince, Administrative Vice President
Mrs. Melvin Scher, Second Vice President
and Mrs. John A. Sherman, National Panhellenic Representative who will make the presentation of the placque.

Thank you for your kind cooperation.

Cordially,

Yetta Greene

Administrative Secretary

YG:

DELTA PHI EPSILON

55 WEST 42ND STREET NEW YORK 36, N. Y.

EXECUTIVE COUNCIL

November 14, 1955

Mr. Edward R. Murrow
c/o Columbia Broadcasting Company
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

Our Convention date seems to be approaching quickly and since our award to you is the most important one being presented, I should like at this time to ascertain definitely whether or not you will be able to attend the Banquet on December 28th at the Statler Hotel, Washington, D.C? Or, whether you wish to accept it in your office and send your official acceptance to us on tape to be played at the Convention?

If the latter, would it be convenient for you to meet the Executive Officers in your office on Thursday, December 8th? We would not need the tape until before the following week.

Mrs. John A. Sherman, one of our Executive Officers, will be coming from Toronto;insomuch as the Award of the Year was originally conceived by her and of course she will want to make her arrangements, I should appreciate hearing from you as soon as possible.

May I take this opportunity to congratulate you upon the first issue of your SEE IT NOW Program of the new season - we are all looking forward to the next!!

Dec. 19
3pm

Cordially yours,

Rita E. Rossner

Rita E. Rossner (Mrs. Howard G.)
International President

RER:yg

DELTA PHI EPSILON

55 WEST 42ND STREET NEW YORK 36, N. Y.

EXECUTIVE COUNCIL

August 1, 1955

Mr. Edward R. Murrow
c/o Columbia Broadcasting Company
485 Madison Avenue
New York, N.Y.

My dear Mr. Murrow:

I want to thank you for your letter of July 26th in which you have so graciously accepted our Award Of The Year. I speak for the entire Executive Council and, of course, for myself too, when I say that we are all deeply thrilled.

Early in December I shall contact you to make an appointment so that we may actually present the Placque to you in your office at your convenience.

Perhaps then, too, you will be in a better position to know whether or not you might be able to come to Washington on the 28th of December. If this is still not feasible at that time, we shall play your recorded message to the delegates at the Convention.

Again may I say how very pleased we all are to have you as our "MAN OF THE YEAR"!

Cordially yours,

Rita E. Rossner

Rita E. Rossner (Mrs. Howard G.)
International President

RER:yg

Pending

July 26, 1955

Dear Mrs. Rossmer:

Very many thanks for your kind letter of June 24.

I am deeply honored to have been named by the Executive Council of the DELTA PHI EPSILON Sorority as the recipient of your 1955 AWARD OF THE YEAR.

Please extend my thanks to all the members of the Executive Council. However, I fear it might prove impossible for me to be present to accept the award in person on December 28th at the Hotel Statler in Washington, D.C.

I am therefore grateful for your thoughtful suggestion that I make my acceptance on tape, and will gladly record five minutes for you and see that it is sent to you in due course.

Again my thanks.

Sincerely yours,

Mrs. Howard C. Rossmer,
International President
Delta Phi Epsilon
55 West 42nd Street
New York 36, New York

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KC

DELTA PHI EPSILON

55 WEST 42ND STREET NEW YORK 36, N. Y.

EXECUTIVE COUNCIL

June 24, 1955

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N.Y.

My dear Mr. Murrow:

It gives me great pleasure to inform you that by an overwhelming majority, the Executive Council of the DELTA PHI EPSILON Sorority has named you as the recipient of our 1955 AWARD OF THE YEAR. This Placque, first presented in 1953, was presented to Mrs. Anna Rosenberg for her contribution to the world community. We feel that in your efforts to present the issues and problems of today in an intelligent and enlightened way to the American public, you have made an invaluable contribution to the thinking people of this country.

DELTA PHI EPSILON is a non-sectarian, International Sorority, a Senior member of the National Panhellenic Conference. Our membership has always been proud of its close affiliation with all National Philanthropic drives, as well as particular Community Service projects upon which we have put special effort and concentration.

Our chapters - both undergraduate and alumnae - have always played leading roles in the promotion of those projects representative of our American ideals of freedom.

We are enclosing, for your information, various memoranda concerning our Sorority, as well as the last issues of our National Magazine.

The Award presented by Mrs. John A. Sherman of Toronto, one of our distinguished alumnae and a member of the Executive Council, will be presented at our Convention in Washington, D.C., on Wednesday, December 28th at the Hotel Statler. Although it would be a high point - not only to the Convention but of DELTA PHI EPSILON history - should you be able to come to come to accept it yourself, the Executive Council would

DELTA PHI EPSILON

55 WEST 42ND STREET NEW YORK 36, N. Y.

EXECUTIVE COUNCIL

understand completely your inability to be there at that time. Therefore, they have suggested that you make your acceptance - on tape - and we would play it at our Awards Banquet for all the delegates to hear. Representatives of the Executive Council would meet with you in New York to make the actual presentation of the Placque at your own convenience.

We eagerly await word of your acceptance.

Cordially yours,

Rita E. Rossner

Rita E. Rossner (Mrs. Howard G.)
International President

RER:yg
Encls.

Dec. 19, 1953

DELTA PHI EPSILON:

I trust that you will forgive me for employing this unsatisfactory mechanical medium in acceptance of your award. The language employed by your representatives is calculated to warm the heart and inflate the ego of my reporter. I have the plaque here beside me, and the inscription reads: "In greatful recognition of impartial, honest presentation of the current issues to the thinking public." I am greatful for the whole of the inscription, and particularly gratified for that final phrase: "the thinking public". The public is more discerning, discriminating and thoughtful than most reporters and editors believe. If this were not so, the continuing experiment with democracy with which we are engaged would be foredoomed to failure.

How should I respond to the gracious and generous language of this citation? Most of us know the meaning of the words "impartial" and "honest". Most of us know, too, that they represent objectives which no one ever fully or completely attains; and this reporter is no exception.

I am inclined to respond by talking to you briefly about a word some of you may remember from your youth. It was part of the common currency of our language during the war. The word is "priority". We must, if we are to survive, get our priorities straight. Those of you who have finished or

are about to finish your university education, must remember that no one of you paid your own freight. Whatever the institution that you attended, whatever you or your parents paid in the way of tuition, part of your superior intellectual training was made possible by the society of which you are a part. You are in a real sense beholden to that society; you owe it a debt. You may choose to concern yourself exclusively with personal profit or personal pleasure, at the expense of the society which made possible your superior intellectual training. But if you do, then your debt will have to be paid by others - perhaps by your children.

Priorities must be kept straight in the matter of the relationship between the individual and the state. The sovereignty of the individual is not something to be exercised or demonstrated occasionally in the voting booth. It applies equally to religion, to conversation, to the whole area of ideas where honest men and women may differ on it. It is, in fact, the essence of the Bill of Rights, which unfortunately is largely unexplored territory even for those who have had the benefit of higher education.

We must get our priorities right on the matter of evidence - not evidence as submitted in a court of law, but evidence or innuendo as dispensed by press and radio. The admonition "Judge not that ye be not judged" does not

mean that judgments should not be reached and then stoutly defended. It means, rather, that evidence must be weighed, measured and examined as though you were judging yourself instead of your neighbor.

This business of priorities applies equally to relations between nations. We as a nation are fat and comfortable, on a planet most of which is peopled by those who are lean, or hungry. We must constantly and consciously decide what sacrifices if any we are prepared to make, to assist those who ask our help and who aspire to our freedom and individual dignity.

As a nation we find ourselves in an unprecedented situation. We are beset by problems for which there appears to be no solution, certainly no easy or quick solution. We are an impatient and at times improvident people, accustomed to demand action, solutions and change. We must accustom ourselves to gradualness, to patience and to fortitude. I am well aware that all this sounds platitudinous. It has all been said before, and generally rather better said. But at the same time one of our top priorities should be to distrust and discount those who come before us with easy, ready-made, painless solutions. We must face the fact that there remain vast social, racial and economic inequities in our society - face too the fact that as a nation we must devise a method of dealing in

equality and dignity with the peoples of Asia and Africa.

If this nation continues to be the magnet that attracts the hopes of men and women who seek freedom, it will not be because of our wealth, or our military power alone. It will be because of the example of tolerance and freedom, and willingness to sacrifice, that we present to the rest of the world. This example will not be set by people who talk on radio or television or write in the newspapers. They can report what happens, both the good and the bad - the brave and the cowardly, the true and the false. But the stature of this country is not determined by such people with loud voices. Our course is set by what happens on the school board - in the local elections, in the churches and community centers.

We live in an era of bigness - everything is getting bigger: labor unions, industry, government. This is perhaps inevitable. But this experiment of ours, which has given us a more broadly based wealth and freedom than any other nation, can fail only if the individual comes to believe or suspect that he or she is unimportant - cannot be a decisive factor - must surrender to some remote, faceless force which he will permit to determine his destiny.

It would give me great pleasure to hear a brief and believable

solution to our national and international problems, and to hear it coming from my lips. I am incapable of such utterance, and if I heard it coming from another, no matter how eminent, I would doubt and question, and argue.

If you find these brief remarks barren of information or solution, I am sorry; but at the same time remind you that your sorority's citation did not say that I was omniscient, or a provider of ready-made ermine-trimmed solutions. It merely said that I was impartial and honest. I cannot but believe that you praised me unduly. However, if the language was perhaps slightly exaggerated, I shall do my best to deserve it in the future.

Awards

February 14, 1956

Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York 22, N.Y.

Dear Mr. Friendly:

We take great pleasure in informing you that the C.B.S. television program, "Ballots at Bear Creek," has won a bronze plaque, one of five major awards, as the "outstanding television program dealing with education in the United States in 1955." The plaque has been awarded to the partnership of Edward R. Murrow, Fred W. Friendly and the staff for this program.

The awards will be made at a luncheon at 12 o'clock at the Hotel Jefferson in Atlantic City on Feb. 21, 1956. We hope it will be possible for you or Mr. Murrow or a comparable C.B.S. representative to attend the luncheon to receive the award. Will you please let us know if you plan to send a representative.

With our heartiest congratulations and appreciation for an outstanding job of education reporting.

Sincerely yours,

Leonard Buder
President

LB:jg

From: Joseph Deitch, Secretary
EDUCATION WRITERS ASSOCIATION
525 West 120th Street
New York 27, New York

UNiversity 5-2000

For Release: Sunday, Feb. 19, 1956

EDUCATION WRITERS ASSOCIATION AWARDS WON BY 11 NEWSPAPERS, A MAGAZINE AND A TELEVISION PROGRAM

Staff members on eleven newspapers, a magazine and a television program will receive Education Writers Association awards for outstanding achievements in the field of educational journalism during 1955.

The announcement was made by Leonard Buder, president of the Association and a member of the staff of The New York Times. The Education Writers Association is the national professional organization of education editors and reporters.

Five major awards -- consisting of engraved placques -- and eight special citations of commendation were voted by the competition's Board of Judges. The awards and citations will be presented at the Association's annual luncheon, which will be held Tuesday (Feb. 21) at the Jefferson Hotel in Atlantic City, New Jersey.

The recipients of the major awards are:

Ruth Dunbar, Chicago Sun-Times, for her series on "Can Johnny Read?"

Bernard Barde, Long Island Daily Press, for his articles on the need for additional higher education facilities in Nassau County.

-more-

Edward R. Murrow and Fred W. Friendly, and their staff, for the television program "See It Now: Ballots at Bear Creek, an Educational Western" carried by the Columbia Broadcasting System.

James G. Deane, Washington Star, for his day-by-day coverage of education.

San Antonio News, San Antonio, Texas, for an editorial on desegregation.

Special citations were awarded to:

Richard Kleenman, Minneapolis Tribune, for his series on Minnesota school problems and his coverage of the White House Conference on Education.

William J. Schmidt, Wilmington Journal-Every-Evening, Wilmington, Del., for his series on retarded children.

Dwight Mitchell, San Jose News, San Jose, Calif., for his series on overcrowding in the schools.

Carroll Lisby, Columbus Ledger-Enquirer, for his series on reading.

Newsweek Magazine, for its report on "Dilemma of Mass Education -- Johnny in a Jam."

Melvin Hayes, Toledo Blade, Toledo, Ohio, for his general coverage of education.

The Placerville Times, Placerville, Calif. for general coverage of education.

Guy A. Stroh and staff, The Globe-Times, Bethlehem, Pa., for the Globe-Times school page.

The Board of Judges for the 1955 awards competition consisted of Dr. Belmont Farley, Director of Press and Radio Relations, National Education Association; John H. Lloyd, Managing Editor, "School Life" Magazine, United States Office of Education; Dr. David G. Salten, Superintendent of Schools, Long Beach, N.Y.; Charles H. Silver, president of the Board of Education of the City of New York; and Henry Toy, director, National Citizens Council for Better Schools.

In addition to Mr. Buder, the officers of the Education Writers Association are Miss Dunbar, vice president; and Joseph Deitch, special correspondent, The Christian Science Monitor, secretary-treasurer.

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Albert Einstein Award
May 5, 1957

You have done me great honor, and as Shakespeare said: "Beggar that I am, I am even poor in thanks."

To have his name linked, however remotely, with that of Professor Einstein is honor enough for any reporter. "A hundred times every day I remind myself that my inner and outer life are based on the labors of other men, living and dead. And that I must exert myself in order to give in the same measure as I have received and am still receiving." Those words were Albert Einstein's, but he spoke, I think, for every worthy man and woman who deals with information in the mass media. To him a disinterested love for facts was not enough. He had to care about the bearing of those facts on hopes, fears and destiny. He realized that fear, bigotry and intolerance will not command the land unless most of us are silent accomplices.

By freedom he understood, "Social conditions of such a kind that the expression of opinions and assertions about general and particular matters of knowledge, will not involve dangers or serious disadvantages for him who expresses them. He believed in what might be called "a reign of reason" which most of us have carelessly enjoyed without buttressing its foundations.

Professor Einstein would, I think, have agree with Milton who said: "If the waters of truth flow not in a perpetual progression they sicken into a muddy pool of conformity and tradition." He was conscious of the truth of what Lord Acton wrote in 1877: "There are in our day many educated men who think it right to persecute." There are indeed many men in our day who so believe.

Perhaps you will permit me a personal digression in order to apologize for my lack of formal attire. It is not due to persecution or lack of a dinner jacket, but rather to the fact that I have but just come from a television program where such clothing would have been inappropriate. I am without embarrassment and seek refuge in another quotation from Professor Einstein:

"It would be a sad situation if the bag was better than the meat wrapped in it." Now that we have disposed of the bag we may examine whether the "meat" can find words to say what he feels rather deeply.

You will not expect me to discourse upon Professor Einstein's scientific accomplishments; nor yet to expound upon the brilliant prospects that lie in the future for the Albert Einstein College of Medicine of Yeshiva University. It is the first medical school under Jewish auspices established in the United States. It was established to meet a need, and we are all aware of the desperate and urgent nature of that need.

Even at my advanced age, I have applied for admission to the Albert Einstein College of Medicine. That is only a slight exaggeration, for I did not actually try the patience of the Admissions Officer - merely asked for the application form for admission. It is a most revealing and, I suggest, important and unprecedented document. I am not asked to state my race; no questions are asked about my religion or nationality; no photograph is requested; the College is not curious as to my parents' birthplace; I am not required to give my mother's maiden name. You will have difficulty in finding a similar application form from any other institution of higher learning in this land. They are interested in what academic trails I have followed, and where I propose to go; interested in my qualifications rather than my ancestors. This, I suggest, is the essence of that overworked and often distorted phrase, "academic freedom". We have rather come to believe that it applies only to professors. In fact it means the right of scholars to pursue the truth wherever it may lead them; to search out the great teachers and to sit at their feet at any institution in the whole academic community. That is the real history and meaning of the migration of scholars from the Middle Ages to the present time. Not all such migrations have been voluntary. There was a movement from Germany to this country that began in 1934. I should like to tell you a little about it, because I know the details - they have not heretofore been published, and even

a brief recital of the facts will suffice to illustrate that the Albert Einstein College of Medicine is in the main stream of a noble tradition.

When Hitler and his henchmen chopped off the highest branches of the German academic tree, those scholars sought exile in many countries. There was established in this country a small committee to aid in the placement of these scholars in American universities. It included such names as Alfred Cohn, Ben Flexner, Fred Styne, Stephen Duggan, Alvin Johnson, Livingstone Farand, and others. It was my privilege to prepare lists of the displaced German scholars, to circulate them to American universities, and then to go before the committee with applications for considerable sums of money to finance the first few years of their residence in this country. Several scores of professors came, and became part of our academic communities from Seattle to Boston. All but an insignificant portion of the money we raised, from individuals, came from Jewish sources. The majority of the active members of the committee were Jews. In presenting applications to the committee I was never once asked: "Is this man a Jew?"

The only questions were: "Is he a competent scholar of standing or promise? And are his services sought by an American college or university?" And finally almost half of those we financed were pure Aryans even under Hitler's definition. They were men who like their Jewish colleagues refused to bend.

In those days - more than twenty years ago - we used to talk of the cross-feritlization of cultures that might result from this migration, and hope that American students would be stimulated. These men and women represented every academic discipline, and I have been fortunate enough to see the human dividends that have been produced by their labors. In North Africa, in Normandy and in Korea I have talked with young Americans in uniform, asked them whether they had been to college, if so where? And had they happened to have a course under Professor X? Many times I have seen tired, tense faces come alive with memories of the classroom or seminar, and

heard the remark: "He's the one who really started me reading", or, "He taught me to doubt", or "That's the one who really stretched my horizon". I can only add that my own small part in this operation has given me more satisfaction than anything I have ever done.

As I understand it, this Award that I am to receive is in the general area of the Humanities. In radio and television circles that's a pretty high-brow term. And yet the mass media must be concerned with it. It was Joseph Wood Krutch who said: "The humanities as opposed to the sciences are concerned with whatever is important to man but cannot be measured and is not susceptible to valid experiment." So radio and television must concern themselves with the Humanities, unless they chose to limit themselves to the function of entertainment. Television is growing so fast that those in charge of it have hardly time to administer it well, let alone to think of its place in civilization. If these instruments are to survive, they must strengthen and affirm the values that are the essence of our civilization. This being true, it is not enough to entertain the greatest numbers; there also must be full appreciation of our historic heritage, wise understanding of our institutions and traditions, familiarity with our classics in literature and the arts, and persistent attention to our ethical principles. I am well aware that the bulk of the money that pays for television and radio comes from a relatively small number of corporations. Hence the thinking of the executives in these corporations will have a profound influence on what happens in television and radio. And that is saying that they will greatly influence and could possibly decide the course of our civilization. And it is insisting that they cannot abdicate this responsibility by assigning it to an advertising agency.

We now know that our civilization can be snuffed out overnight. We know that while we ourselves did not create it, we ourselves can lose it. It is committed to us. We also know that we can save ourselves from nuclear destruction by "buying" a different civilization, one that does not include our

values of freedom, or cherish like ours the dignity of the individual. We know we are not making this bargain. We value our civilization. So we begin to know that we must value it if we are not to lose it. But if we are going to survive as a nation and a civilization we must do so consciously. This means that the mass media must pay more attention to the humanities. The Humanist is one who cares, and is preoccupied with what is worth caring about. Another characteristic of the humanist is that he is preoccupied with the mystery of personality. People for him are always persons, and in these days that often makes him lonely. Preoccupation with science turns persons into people - a statistic on a chart - tendencies and "characteristics symbolized by curves neatly drawn on graphs." The Humanist is concerned not with manipulation but with understanding. He is interested not only in events but in character.

All too often in radio and television audiences are conceived and treated as people, not as persons. Quantitative response is consequently made the measure of quality. There is a willingness, and indeed eagerness to answer the questions, What? and How? But not enough attention is paid to the Why?

T.S. Eliot said: "Teach us to care and not to care. Teach us to sit still." It might be helpful if those who control television and radio would sit still for a bit and attempt to discover what it is they care about. They have great belief in the power and future of their instruments. But all true belief is rooted in doubt, and there is not enough doubt in high places in the field of mass communications. There is a disposition to take us for <u>what</u> we are, and that in turn is likely to keep us <u>where</u> we are. If these devices are to be used in an effort to entertain all of the people all of the time, then we have come perilously close to discovering the real opiate of the people. If in dealing with events we concentrate on what and how, and ignore the why, then we are not really searching for anything.

Our commercial television and radio systems appear to be the alternative to state-operated and financed communications. By and large we have freer

speech, more information than any state-operated system. We have vastly more money to spend. The system is practically universal. It is, for the individual, both a privilege and a peril. And it is, for those who finance the system, and those who select the programs, a responsibility in the field of communications never before borne by such a small group of men and corporations. I think it was Bernard Shaw who said: "You must get what you want, or you will come to want what you get."

May 5, 1957

EINSTEIN SPEECH

In accepting the Albert Einstein Award from Brandeis University, Waltham, Massachusetts on May 5, 1957, Murrow proposed that better broadcasting be induced by men at the top of the large corporations who supported financially the networks, and that academic freedom be pursued by scholars wherever it may lead them.

Albert Einstein College of Medicine, Yeshiva University - Albwrt Einstein Commemorative Award in the Humanities.-In accepting, Murrow

Albert Einstein Commemorative Awards

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May 5, 1957

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MURRAY NEDELL
PRESIDENT

May 7, 1957

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

May I again extend my sincerest congratulations to you for your achievement in receiving the Albert Einstein Commemorative Award in the 'Humanities' at the Albert Einstein Commemorative Dinner Sunday evening?

I felt proud to present my personal check for $1000.00 to the Albert Einstein College of Medicine in your honor.

The Sidney Liptzen Foundation, of which I am Chairman of the Board, was one of the first Founders of the Albert Einstein College of Medicine, having endowed a Cardiac Laboratory in the amount of $25,000.00.

I have also forwarded a check to Mr. Louis Stone, made out to Alan Paton, as per carbon copy of letter attached.

If there is ever anything I can do to help in some small way to further the tremendously important concept you so warmly brought out in your talk, please do not hesitate to call on me.

Sincerely,

AWARD INCENTIVES INC.

Murray Nedell

Murray Nedell

MN:ME
Encl.

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May 7, 1957

Mr. Louis Stone
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Stone:

It was indeed a pleasure to speak with you this afternoon, and in line with our conversation, I am enclosing my check for $25.00, made out to Alan Paton.

I would appreciate it if you would turn this over to Mr. Paton and hope it helps, in some small way, in his courageous fight.

I was sincerely inspired by Mr. Edward R. Murrow's talk when he accepted the Albert Einstein Commemorative Award for Achievement in the Humanities. If possible, I would like to have a copy of his acceptance speech.

Would you be good enough to acknowledge receipt of this check? Thank you.

Very truly yours,

AWARD INCENTIVES INC.

Murray Nedell

MN:ME
Encl.
c:c to Mr. Edward R. Murrow

Awards.

for the benefit of all — all can help

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NATIONAL DEVELOPMENT FUND

Albert Einstein College of Medicine

of Yeshiva University

110 WEST 57 STREET, NEW YORK 19, N. Y., JUDSON 2-5200

May 6, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

I want to express to you the thanks of all of us for the forthright, thoughtful and courageous content of your talk last night. I have heard many of the great civil libertarians of the past speak, and I felt suddenly as if I had been transported to another era.

I was fortunate, in the last three years of Professor Einstein's life, to have spent many hours with him in connection with our project. I am certain, based on those long conversations, that he would have been proud of your speech.

I can only add that the choice of the committee for the Award in the Humanities was fortunate indeed.

With all good wishes,

Sincerely yours,

Michael M. Nisselson

Michael M. Nisselson
Director of Development

mmn/rnl

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ELMA L. GREENWOOD
Associate Executive Director

F. ERNEST JOHNSON
Chief Study Consultant

May 29, 1957

Mary, if you have extra copy. ✓ m. ce

Colubmia Broadcasting Company
485 Madison Avenue
New York, New York

Gentlemen:

Could you send to Dr. F. Ernest Johnson, 297 Fourth Avenue, New York 10, a copy of the address by Edward R. Murrow made when he received the Albert Einstein Commemorative Award recently?

Yours very truly,

Barbara Johnson

Secretary to Dr. Johnson

bs

Awards

YESHIVA UNIVERSITY

AMSTERDAM AVENUE AND 186 STREET
NEW YORK 33, N. Y.

OFFICE OF THE PRESIDENT

May 14, 1957

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I was out of town for several days and did not have the opportunity to write and tell you how delighted we were to have had you with us at our Albert Einstein Commemorative Dinner. It was a great pleasure to meet with you and to present you with our award in the Humanities.

I particularly want to thank you for your forthright and courageous talk, which caught the spirit of the occasion so well. I know that this would have pleased Professor Einstein greatly. You will be happy to know that we have had a great many requests for the text of your address.

With all good wishes, I am,

Sincerely,

Samuel Belkin

Samuel Belkin
President

SB:cc

all can help

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$25,000,000

NATIONAL DEVELOPMENT FUND

Albert Einstein College of Medicine

of Yeshiva University

110 WEST 57 STREET, NEW YORK 19, N. Y., JUdson 2-5200

April 25, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

I enjoyed talking to you on the phone yesterday and was particularly pleased by your interest in the aims and objectives of the Albert Einstein College of Medicine of Yeshiva University.

I am enclosing for your information a copy of our application blank. As I indicated, this is in many ways a unique application form conspicuous for its omissions. The applicant is not asked for his race, religion or nationality, his parents' birthplace, his mother's maiden name, or any similar questions traditionally used to pinpoint the applicant's race or religion. The applicant is not asked to submit a photograph. In short, he is judged solely on the basis of scholarship and ability without regard to race, color, creed, sex, or place of origin.

Our faculty is likewise selected without regard to race or creed, thereby affording many brilliant scientists the opportunity to carry on valued medical training and research.

This is especially significant in view of the serious and growing shortage of physicians and research scientists and the expanding horizons for constructive achievement in virtually every field of medicine. In my previous notes, I indicated how serious this medical shortage is and the amazing rate of medical progress in the last few decades.

I look forward to the pleasure of having you with us at 6:45 P.M. in the Perroquet Suite of the Waldorf-Astoria on May 5th.

We would appreciate some quotes from your talk in advance of the dinner to be used for a past-tense story.

Cordially,

Michael M. Nisselson

Michael M. Nisselson
Director of Development

MMN:cc
Enc.

Development Fund for Colleges of Medicine and Dentistry; Library, Auditorium, Student Residence Hall and Special Research Units

Awards

ALBERT EINSTEIN COLLEGE OF MEDICINE
OF YESHIVA UNIVERSITY
110 WEST 57TH STREET • NEW YORK 19, NEW YORK

MICHAEL M. NISSELSON
DIRECTOR OF DEVELOPMENT

April 15, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

I am enclosing, for your information, some background material on Albert Einstein and the Albert Einstein College of Medicine of Yeshiva University. You may find these notes helpful in preparing your talk for the Albert Einstein Commemorative Dinner on Sunday evening, May 5th, at the Waldorf-Astoria.

We are looking forward with pleasure to having you with us. We have arranged for photographs to be taken at 6:00 p.m., and we do hope that it will be possible for you to join us at that time in the Perroquet Suite at the Waldorf-Astoria. — You have see It now show

If you wish any additional information, please call upon us.

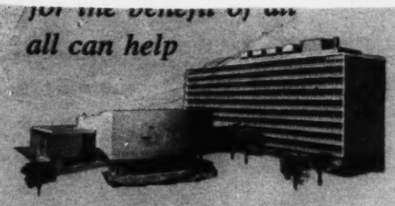
Again, our sincere thanks.

Cordially,

Michael M. Nisselson

Michael M. Nisselson
Director of Development

MMN:pw
enc.



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$25,000,000

302

NATIONAL DEVELOPMENT FUND

Albert Einstein College of Medicine

of Yeshiva University

Awards

110 WEST 57 STREET, NEW YORK 19, N. Y., JUdson 2-5200

April 1, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

I know that Dr. Samuel Belkin, President of Yeshiva University, has already informed you that you have been selected as the recipient of the 1957 Albert Einstein Commemorative Award in the Humanities.

I am writing to give you some of the details about the dinner and the presentation ceremonies. As you know, the dinner will take place on Sunday evening, May 5th, in the Grand Ballroom of the Waldorf-Astoria. Although the dinner is scheduled to begin at 7:00 P.M., we are asking our Award recipients to meet in the ~~Perroquet Suite~~ ASTOR GALLERY at 6:00 P.M. for advance photo coverage. I do hope it will be possible for you to be with us at that time.

As Dr. Benjamin Fine told you, we would be greatly honored to have you address the Dinner, which will commemorate the second anniversary of Albert Einstein's death. Approximately 15 minutes have been alloted for your talk. I have asked our Public Relations Department to prepare some material on Professor Einstein and the Albert Einstein College of Medicine, for your information. This material will reach you next week.

May I again tell you how delighted we all are that you are to receive the Award in the Humanities.

With all good wishes, I am

Sincerely,

Michael M. Nisselson

Michael M. Nisselson
Director of Development

mmn/rnl

Development Fund for Colleges of Medicine and Dentistry; Library, Auditorium, Student Residence Hall and Special Research Units

March 22, 1957

Dear Dr. Belkin:

Many thanks for your cordial letter of March 13th.

As you know, I am deeply honored to have been selected to receive the Second Annual Albert Einstein Commemorative Award in the Humanities presented by the Albert Einstein College of Medicine of Yeshiva University.

I look forward to attending the presentation ceremony at your Second Commemorative Dinner on Sunday evening, May 5th, at the Waldorf-Astoria, in order to be able to express my thanks.

With all good wishes,

Sincerely,

Dr. Samuel Belkin, President
Yeshiva University
Amsterdam Avenue and 186 Street
New York 33, New York

fc

YESHIVA UNIVERSITY
AMSTERDAM AVENUE AND 186 STREET
NEW YORK 33, N. Y.

OFFICE OF THE PRESIDENT

March 13, 1957

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I understand that Dr. Benjamin Fine, Education Editor of The New York Times, has already told you informally that you have been selected to receive the Second Annual Albert Einstein Commemorative Award in the Humanities presented by the Albert Einstein College of Medicine of Yeshiva University. It is my happy privilege to advise you officially that you were the unanimous choice of our Committee on the Humanities, consisting of Dr. Alvin C. Eurich, Director of the Fund for the Advancement of Education; Dr. Harold C. Taylor, President of Sarah Lawrence College and Dr. Fine.

It was their feeling, which I share, that the warmth, vigor and courage which you have imparted to the media of mass communication have deepened our understanding of our democratic heritage and have helped to strengthen the bonds of sympathy and understanding among the races and peoples of the world. We feel certain that Professor Einstein would have been greatly pleased by this selection of our awards committee.

Our commemorative awards were inaugurated last year on the first anniversary of Professor Einstein's death to lend recognition and encouragement to outstanding achievement in the fields of Citizenship, Science, Medicine, the Arts as well as the Humanities. The award carries a cash prize of $1,000 and a Commemorative Medallion.

Presentation of the 1957 awards will take place at our Second Commemorative Dinner on Sunday evening, May 5th, at the Waldorf-Astoria. We look forward to the pleasure of having you with us for these presentation ceremonies.

I would appreciate hearing from you.

With all good wishes, I am,

Sincerely,

Samuel Belkin

SB:cc

Samuel Belkin
President

Emmy Awards

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N. Y.

CIRCLE 7-8300

JERRY A. DANZIG
VICE PRESIDENT
RADIO NETWORK PROGRAMS

March 19, 1957

Dear Ed:

Sarah joins me in sending our very heartiest congratulations on the Emmy award as Best News Commentator and the "See It Now" series. We both hope to see you and Janet before too long.

Meanwhile, our very best.

Sincerely,

Jerry

Mr. Ed Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Awards Emmy

Academy of Television Arts and Sciences
New York Chapter
Temporary Address
23 West 53rd Street, New York 19, N. Y.

JUdson 6-5249

ED SULLIVAN
Chairman
LAWRENCE LANGNER
Treasurer
MARLO LEWIS
Secretary

KENNETH LEEDOM
Executive Secretary

April 5, 1956

Dear Mr. Murrow:

In accordance with Article VII, Sections 7.01, 7.02, 7.03 and 7.04 of our By-Laws dealing with ACHIEVEMENT AWARDS which are bestowed each year by the Academy of Television Arts and Sciences in recognition of outstanding artistic and technical achievements, each winner of an "Emmy" Award is required to sign an agreement with the Academy regarding its use and display.

We shall appreciate it, therefore, if you and a witness will sign the enclosed copy of said agreement and return it as soon as possible.

Cordially,

ACADEMY OF TELEVISION ARTS AND SCIENCES
NEW YORK CHAPTER

Kenneth Leedom

Kenneth Leedom
Executive Secretary

KL:bs
enc.

Signed & returned 4/19

Emmy Awards

Academy of Television Arts and Sciences
New York Chapter
Temporary Address
23 West 53rd Street, New York 19, N. Y.
JUdson 6-5249

ED SULLIVAN
Chairman
LAWRENCE LANGNER
Treasurer
MARLO LEWIS
Secretary

KENNETH LEEDOM
Executive Secretary

March 17, 1956

Dear Emmy Winner:

The Academy of Television Arts and Sciences, New York Chapter, extends its most sincere congratulations upon winning your Emmy Award tonight.

We have arranged to have your Emmy engraved for you within the next two weeks. If you wish, you may leave it this evening with an Academy official, who will be stationed at the head of the ballroom stairway in the East Foyer. It will be engraved and returned to you soon.

However, if you would like to take the Emmy home with you to show to your friends, it should be returned to the Academy office within the next two weeks. It will then be properly engraved and delivered to the address you designate.

Thank you very much for your cooperation.

Sincerely yours,

ACADEMY OF TELEVISION ARTS AND SCIENCES
NEW YORK CHAPTER

Kenneth Leedom

Kenneth Leedom
Executive Secretary

KL:db

Emmy

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

Awards

March 6, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Congratulations on your two nominations as Best News Commentator or Reporter and Best Documentary - "See It Now" and "Person to Person" for the annual Emmy Awards.

The Awards program will be telecast March 17, 1956 over the NBC Television Network from the Waldorf-Astoria Hotel in New York and the Pan Pacific Auditorium in Hollywood, from 9:00 to 10:30 PM, EST.

Being in the television industry, we know you want to make this program representative of the industry for the 45 million viewers who will be watching this "big" night.

As Producer for the New York portions of the Emmy Awards telecast, I would appreciate your cooperation on the following points:

1. All nominees and/or those accepting for nominees are to be seated in the seats designated on the tickets forwarded to you by the Academy of Television Arts and Sciences. This is most important from a program standpoint as it enables us to know where you are seated if your name is announced as a winner and to direct our cameras to you instantly on the announcement.

2. We request that everybody be seated in their proper places when we go on the air at 9:00 PM, EST. In the opening of the show we have a pan shot of all nominees at the Ballroom of the Waldorf-Astoria in New York and at the Pan Pacific Auditorium in Hollywood.

3. If your name is announced as a winner, please rise and immediately walk towards the presenter's lectern on stage to receive your award. Proceed toward steps which will be located on both sides of the center stage and use that one which is closest to

your table. There will be an NBC page-boy at the foot of the steps to direct you. There will be a musical play-on of the particular show theme for your walk-on to the stage.

4. Kindly limit your "thank you" to a maximum of 10 seconds, and please refrain from the usual kudos of thanks to the various people connected with your show. This is quite important as we are limited in time to one hour and a half. The show has been blocked on the basis of acceptance speeches not exceeding 10 seconds.

5. If at any time, up until show date, you find you will not be able to be present at the Awards program at the Waldorf-Astoria, please call my office -- CIrcle 7-8300, extension 2995 -- and notify us as to whom your acceptor will be.

Thank you very much for your cooperation, and good luck.

Very truly yours,

Herb Braverman

Herb Braverman

Academy of Television Arts and Sciences
New York Chapter
Temporary Address
23 West 53rd Street, New York 19, N. Y.

JUdson 6-5249

ED SULLIVAN
Chairman
LAWRENCE LANGNER
Treasurer
MARLO LEWIS
Secretary

KENNETH LEEDOM
Executive Secretary

March 21, 1956

MEMO TO: MEMBERS OF THE COMMITTEE OF "100"

SUBJECT: MEMBERSHIP

In the process of organizing a complete and accurate list of the Committee of "100," our records show that you are listed as a member of the Committee of "100" but are not yet in our files as an active member of the Academy.

Once again, may I appeal to you to complete the enclosed membership blank and send it in with your check, so that we can have 100% representation of the Committee of "100" in the Academy.

Your prompt attention to this matter will be greatly appreciated.

Sincerely yours,

Kenneth Leedom

Kenneth Leedom
Executive Secretary

KL:bs
encl.

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Emmy - 1955

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EDWARD R MURROW

CBS TV

Fausset

ACADEMY OF TELEVISION ARTS AND SCIENCES VERY PLEASED WITH YOUR ACCEPTANCE TO BE A PART OF NBC'S TELECAST OF OUR NATIONAL AWARDS PRESENTATION MONDAY MARCH 7TH. YOU WILL BE ADVISED BY NEW YORK PRODUCER FOR NBC-TV AS TO TIME AND PLACE OF NEW YORK CUT-IN OF HOLLYWOOD ORIGINATING TELECAST. YOU WILL BE ASKED TO PRESENT CERTAIN AWARDS TO PERSONS PRESENT AT NEW YORK PICKUP POINT AGAIN OUR SINCERE THANKS FOR YOUR INTEREST IN THE ACADEMY. WARM PERSONAL REGARDS

DON DEFORE PRESIDENT ACADEMY OF TELEVISION ARTS AND SCIENCES
6525 SUNSET BLVD HOLLYWOOD 28 CALIF

518P

7 6525 28..

Mrs Pantone
Ex. Sec.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

(35)

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL=Day Letter

NL=Night Letter

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EDWARD R MURROW=

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PERSON TO PERSON AND SEE IT NOW HAVE BEEN NOMINATED FOR AN ACADEMY OF TELEVISION ARTS AND SCIENCES "EMMY" AWARD IN THE BEST CULTURAL, RELIGIOUS OR EDUCATIONAL PROGRAM CATEGORY. OUR HEARTIEST CONGRATULATIONS. FOLLOW-UP INFORMATION WILL COME TO YOU FROM NBC-TV WHICH WILL TELECAST THE "EMMY" AWARDS CEREMONY NATIONALLY ON MARCH 7. CORDIALLY=

DON BEFORE PRES ACADEMY OF TELEVISION ARTS AND SCIENCES 6525 SUNSET BLVD HOLLYWOOD 28 CALIF

HO3-8912 HO 3-1161=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Eng. Rec

FEBRUARY 2, 1955

MR. DON DEFORE, PRESIDENT
ACADEMY OF TELEVISION ARTS AND SCIENCES
6525 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA

DEEPLY, REPEAT DEEPLY REGRET CANNOT ACCEPT YOUR GRACIOUS INVITATION STOP THIS COMBINED RADIO TELEVISION SCHEDULE GIVES ME NO CHOICE STOP REGARDS AND BEST WISHES FOR SUCCESS.

ED MURROW

414-710-43

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-U

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STAND.

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L•HDB065 NL PD= TDHD HOLLYWOOD CALIF 17=

EDWARD R MURROW,CBS=

485 MADISON AVE NYK=

1955 JAN 17 PM 10 19

ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARDS PRESENTATION WILL BE NATIONALLY TELEVISED FROM HOLLYWOOD OVER NBC FOR 1-1/2 HOURS MONDAY EVENING MARCH 7TH ACADEMY WOULD BE HONORED TO HAVE YOU AS ONE OF THE MC'S ALONG WITH GEORGE GOBEL AND DANNY THOMAS AND TWO OTHERS NOT YET SELECTED• PLEASE WIRE ACCEPTANCE COLLECT EARLIEST CORDIALLY=

THE COMPANY WILL APPRECIATE STIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS
DL=Day
NL=Night
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1 Ln14DB065-2

DON DEFORE PRESIDENT ACADEMY OF TELEVISION ARTS
AND SCIENCES SUITE 304 6525 SUNSET HOLLYWOOD 28= ••

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

RECEIVED
1955 FEB -1 PM 8:06
C.B.S. TRAFFIC DEPT. N.Y.

WU050 PD

LOS ANGELES CALIF FEB 1 236PMP

EDWARD R MURROW

COLUMBIA BROADCASTING SYSTEM

I spoke with him. RH

SORRY TO MAKE IT A PERSON TO PERSON ON THIS YOUR BUSY TUESDAY BUT AS DISCUSSED WITH YOU BY TELEPHONE LAST WEEK THE ACADEMY OF TELEVISION ARTS AND SCIENCES MEMBERSHIP AND I ARE MOST ANXIOUS THAT YOU JOIN OUR DISTINGUISHED GROUP OF "EMMY" AWARD PRESENTERS FOR THE NATIONAL TELECAST ON MONDAY MARCH 7TH FROM HOLLYWOOD. HUBBELL ROBINSON AND CBS HAVE OKAYED THE COOPERATION AND WE WILL ARRANGE ALL TRANSPORTATION AND ACCOMMODATIONS FOR YOU HERE. SLEEPER FLIGHT XXXXXXXLEAVING MONDAY MIDNIGHT WILL GET YOU BACK IN NEW YORK EARLY TUESDAY AM ON THE 8TH FOR YOUR SHOW. YOUR IN PERSON VISIT HERE WILL GIVE THE MANY HOLLYWOOD PERSONALITIES A CHANCE TO THANK YOU FOR BEING SUCH A GOOD WILL AMBASSADOR FOR HOLLYWOOD. PLEASE REPLY COLLECT SOONEST. REGARDS

DON DEFORE PRESIDENT ACADEMY OF TELEVISION ARTS

AND SCIENCES 6525 SUNSET BLVD HOLLYWOOD CALIF

708P

7 8 6525..

ENDORSEMENT

Annual Big Name

1957

Most Wanted Nam

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Testimonial Adverti

Edward R. Murro

Commentator

Category

Ja

NTS INC.

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Jules Alberti

President,
Endorsements, Inc.

Genl Fed of Womens Clubs
June 1957

June 17, 1957

Dear Brother Van:

Brother Merle Jones has just sent me the piece of paper from the General Federation of Women's Clubs and tells me you were good enough to pick it up personally.

What a hell of a chore it must have been, but I am grateful. I hope at least somebody in Asheville provided you with a noggin of Jack Daniels.

As ever yours,

Mr. Jack Van Volkenburg
Route #1
Englewood, Florida

fc

(Dictated but not signed by Mr. Murrow)

cc: Mr. Merle Jones

CBS TELEVISION

Office Communication

to: Mr. Murrow

from: Mr. Jones

June 11, 1957

I am attaching a certificate of awards to the Columbia Broadcasting System and Edward R. Murrow for THIS I BELIEVE.

You may be interested to know that Mr. Van Volkenburg appeared personally before the General Federation of Women's Clubs in session at Asheville, N. C., in order to pick up this certificate.

MERLE S. JONES

MSJ:nk
Enclosure

50

The General Federation of Women

G·F·W·C
UNITY·IN·DIVERSITY

Citation

Presented to

Columbia Broadcasting System and Edward R. Mur

FOR EXCELLENCE OF RADIO PROGRAM
WHICH PROMOTES INDIVIDUAL RESPONSIBILITY

This I Believe

By vote of the GFWC membership

Sixty-Sixth Annual Convention, Asheville, North Carolina, June 19

Mrs. Robert S.

Mrs Samuel J. McC

Chairman, RADIO AND TELEVISI
COMMUNICATIONS I

en's Clubs

Murrow

une 1957

t D. C. Prout

President

McCartney

TELEVISION DIVISION

ATIONS DEPARTMENT

The General Federation of

G·F·W·C·
UNITY·IN·DIVERSITY

Citation

Presented to

Columbia Broadcasting System and Edwa

FOR EXCELLENCE OF TELEVISION PROGRA
OF INFORMAL INTERVIEWS WITH NOTABLE PERS

Person to Person

By vote of the GFWC membership

Sixty-Sixth Annual Convention, Asheville, North Ca

Mrs. R

Mrs Sam
Chairman,

# of Women's Clubs

Edward R. Murrow

PROGRAM
E PERSONALITIES

hip

th Carolina, June 1957

. Robert F. C. Prout
President

Samuel J. McCartney
hairman, RADIO AND TELEVISION DIVISION
COMMUNICATIONS DEPARTMENT

Columbia Broadcasting System, Inc.

General Federation of Womens Clubs Awards

F. 502

OFFICE COMMUNICATION

To Miss Sicussat

From Mr. Murrow

Station

May 31, 1955

Many thanks to you for accepting the Award from the General Federation of Women's Clubs on my behalf and for doing it so graciously.

ens Clubs

Columbia Broadcasting System, Inc.

office communication

to: Mr. Murrow

from: Miss Sioussat

May 31, 1955

Hope you won't mind my having accepted this Award for you and with these words:

"Mr. Murrow, as many of you know, is now in England, where he has been covering the British Elections. Needless to say, he is delighted with the public recognition accorded him by the General Federation of Women's Clubs, in the form of this Award, and although he cannot be here to see it now, or to tell you person to person, of his appreciation, he has asked me to bring you his grateful thanks, and his best wishes".

Hollywood Foreign Press Assoc.
Feb 5, 1957

Ed
File

RECEIVED
1957 FEB -5 PM 2:45
C.B.S. TRAFFIC DEPT. N.Y.

4 TVC NY 2-5-57 TIME.. 11.30 AM.

LIX SCOFIELD
PERSON-TO-PERSON OFFICE
CBS TELEVISION NY

No

HOLLYWOOD FOREIGN PRESS ASSOCIATION WOULD GIVE ED MURROW GOLDEN GLOBE AWARD FOR HIS "PERSON TO PERSON" AND "SEE IT NOW" SHOWS IF HE COULD COME TO HOLLYWOOD FEBRUARY 28 TO ACCEPT SAME. PLEASE ADVISE.

JIM KANE

Institute for Education by Radio-Television
Awards
April 14, 1955

May 5, 1955

Dear Keith:

This is merely a note to thank you for taking the time to send me the copy of the citation. It was thoughtful of you.

Sincerely,

Mr. I. Keith Tyler
Institute for Education by Radio-Television
The Ohio State University
Columbus 10, Ohio

fe

note

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
The Ohio State University
Columbus 10, Ohio

April 26, 1955

TO: Recipients of 25th Anniversary Awards

FROM: I. Keith Tyler

I thought you might like to have an authentic copy of the citation which accompanied the presentation of your well-earned 25th Anniversary Award.

We hope it represents to you, as it does to us, a terse summary of your outstanding contribution to educational broadcasting during the past twenty-five years.

Congratulations again on this honor which you have so well merited.

Keith

CITATION ACCOMPANYING 25TH ANNIVERSARY AWARD
of
Institute for Education by Radio-Television
to

EDWARD R. MURROW

Your high sense of integrity in the news, your courage in the full presentation of significant controversial issues, your documentation of problems and personalities, and your long devotion to education and enlightenment in War and Peace have given increased stature to the profession of broadcasting. For these outstanding and meritorious contributions to educational broadcasting in the past quarter century, we are proud to present this 25th Anniversary Award.

Awards

CITATION:

The College of Business Administration of Drexel Institute of Technology presents its annual Business Administration Award to Edward R. Murrow, news analyst, social philosopher, author, radio and television commentator. In appreciation of his presentation to the people of the United States of the decisive issues and important personalities of the day in an objective, interesting and courageous manner. As a radio newscaster before and during World War II, covering such events as the fall of Czechoslovakia, the Munich Conference, Churchill's declaration of war, the North African campaign, the invasion of France and VE Day; as a senior administrator of the Columbia Broadcasting System; as the creator and narrator of HEAR IT NOW, SEE IT NOW, PERSON TO PERSON and THIS I BELIEVE; he has promoted international good will, contributed to public education and demonstrated the potentialities of the television industry. Presented this 14th day of April, 1955.

(signed by the Presidents of the nine student professional societies of the institute)

Columbia Broadcasting System, Inc.

office communication

to: Edward R. Murrow

from: Irving Gitlin

April 14th, 1955

These are the words I said in your behalf.
I wish I were a better writer -- hope you
don't fire me for the attached.

Get better soon.

IG/pe
enc.

BY TELEPHONE -- April 14th, 1955

Mr. Rosenkoff, President Creese, distinguished officials of the Television Industry, faculty and students of the College of Business Administration.

Permit me to apologize for Mr. Murrow's inability to accept personally the award which the College of Business Administration of the Drexel Institute of Technology has voted to confer upon him.

The somewhat embarrassing fact is that Ed Murrow, after spending four hectic days in Ann Arbor, Michigan, covering the exciting story of the success of the Salk vaccine in combatting the virus of poliomyolitis himself has become a victim of the virus for which no vaccine has yet been devised -- the common cold.

I know you will join me in wishing him a speedy recovery.

It isn't easy to fill Edward R. Murrow's shoes, even in this relatively simple role of accepting an award for him. Ed asked me to tell you that he feels profoundly grateful and deeply moved by the tribute he has received from the student body.

We, here at CBS, and in particular, at CBS News and Public Affairs, are very proud of our Mr. Murrow, for we have seen firsthand how he has, through his ability and insight, moved forward the frontiers of television journalism.

Television journalism is a new, exciting and exacting profession, which has already wrought basic changes -- in the American way of life.

Although in its infancy, it has created high standards, proving that it is capable of doing important things in the public interest.

It has also given a hint of greater things to come -- new ways of presenting the news and public issues, new technological advances that make the screen in the living room truly a window on the world. Only a few embittered souls remain who deny television, and reject the new medium. We have most of us accepted this new and growing force as an indispensible part of our daily lives.

As long as we have men like Edward R. Murrow who have the courage of their convictions, who are dedicated to the high principles of honest reporting in the great American tradition of journalism, then there is every reason for confidence and hope in the future.

Again, on behalf of my colleague, thank you, members of the faculty and student body of the Drexel Institute of Technology, for conferring upon Edward R. Murrow of the Columbia Broadcasting System, the College of Business Administration Award for 1955.

Columbia Broadcasting System, Inc.

office communication

to: Mr. Murrow

from: George Crothers April 20, 1955

It seems I was designated to accept for you the certificate or award which is attached. I understand you will be receiving shortly both a frame to put this in and a letter quoting the citation which was read at the ritual. I accepted with as much grace and aplomb as I could muster. I hope it was not inaccurate for me to say something like this: "I do not know what Mr. Murrow would say if he were here, but I think perhaps he might conclude by saying: 'Thank you and good luck.'"

— I have it RM.

GC:mv

Institute for Education By Radio - Television
Ohio State University

Awards

Put on list

APRIL 13, 1955

MR. KEITH TYLER
THE OHIO STATE UNIVERSITY
COLUMBUS 10, OHIO

MR. MURROW WAS DELAYED ON HIS RETURN

FROM ANN ARBOR COVERING THE SALK VACCINE

STORY STOP VERY SORRY BUT I CANNOT

SUGGEST ANYONE TO ACCEPT MR. MURROW'S

AWARD STOP WE WILL LEAVE IT TO YOUR

EXCELLENT JUDGEMENT.

REBECCA HOLDER
SECRETARY TO MR. MURROW

414-710-43

RECEIVED
1955 APR 13 PM 2:22
C.B.S. TRAFFIC DEPT. N.Y.

WU033 PD AR

COLUMBUS OHIO APR 13 1249PME

EDWARD R MURROW,COLUMBIA BROADCASTING SYSTEM

REGRET YOU CANNOT ACCEPT AWARD PERSONALLY PLEASE WIRE

NAME OFFICIAL REPRESENTATIVE TO RECEIVE FOR YOU

I KEITH TYLE OXXXTYLER OHIO STATE UNIVERSITY RADIO EDUCATION

120P..

APRIL 11, 1955

MR. KEITH TYLER
THE OHIO STATE UNIVERSITY
COLUMBUS 10, OHIO

AM DEEPLY HONORED BUT AM MOST REGRETFUL
THAT I WILL NOT BE ABLE TO ATTEND
YOUR TWENTY-FIFTH ANNIVERSARY DINNER
IN COLUMBUS DUE TO MY BROADCASTING
SCHEDULE.

EDWARD R. MURROW

I. Keith Tyler, Director
Patrick Welch, Assistant to the Director
Bette Wallach, Secretary

25th institute for education by radio-television

Sponsor of
The American Exhibition of Educational
Radio and Television Programs

The Ohio State University
Columbus 10
Telephone UNiversity 3148

No wire

PERSONAL AND CONFIDENTIAL

April 2, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

I have the honor to inform you that a Special Awards Committee of the Institute for Education by Radio-Television has selected you to receive a TWENTY-FIFTH ANNIVERSARY AWARD for outstanding contributions to the development of educational broadcasting during the last quarter century.

This award is to be presented formally at the Twenty-Fifth Anniversary Dinner of the Institute in the Ballroom of the Deshler-Hilton Hotel in Columbus, Thursday evening, April fourteenth at seven o'clock. We hope you will find it possible to be present to receive this award in person.

The public announcement of the names of the recipients of these Awards will not be made until nine o'clock, the evening of April fourteenth. Meanwhile, would you supply us with biographical material and a photograph to be used in the preparation of a press release?

On behalf of the Committee, the Institute and The Ohio State University, I congratulate you on this merited recognition of your valuable service to better broadcasting.

Sincerely,

Keith

I. Keith Tyler

IKT:jhb

R.S.V.P.
"Black Tie"

Jewish War Veterans
Awards

Jewish War Veterans OF THE UNITED STATES OF AMERICA

FRED ROBBINS
National Radio and Television Officer
Res.: 77 Forest Street
Stanford, Conn.
Davis 3-6034
Office: 67 West 44th Street
New York City, N. Y.
Murray Hill 7-2033

Jan. 3, 1957

Mr. Edward R. Murrow
C.B.S.
485 Madison Avenue
New York City.

Dear Mr. Murrow:

I called your secretary to inquire if we could arrange to present you with the National Commanders Citation in your office at your convenience, inasmuch as your time is so limited. He is anxious to present this Award to you and it is my job to make the required arrangements if I possibly can.

If this meets with your approval, I would like to drop in to see you for just five minutes to discuss this matter with you and make the required arrangements for the presentation.

Appreciating your kind consideration of this matter and hoping to hear from you in the not too distant future.

Sincerely

Fred Robbins

FRED ROBBINS

fr:dd

Yes

Jewish War Veterans
Awards

Department of New York
★ ★ Jewish War Veterans ★ ★
of the United States of America
276 Fifth Avenue ★ New York 1, N. Y. ★ Murray Hill 5-0251-2

LESTER N. DUBERSTEIN
Executive Director

STANLEY R. BOOKSTEIN
Commander

7

March 18, 1955

Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Mr. Murrow:

I am anxious to extend on behalf of our organization and myself, personally, my sincere thanks for your courtesy on Wednesday afternoon last.

Both Mr. Duberstein and myself were delighted with our visit and I can tell you frankly that it was a very rich and rewarding experience for both of us. Our estimates of you were completely confirmed, and I am particularly delighted that our organization made no mistake in selecting you for one of its most outstanding awards.

Again, please accept our thanks for your courtesy.

Sincerely yours,

Stanley R. Bookstein

STANLEY R. BOOKSTEIN
Commander

SRB/da

Lamb-
Awards

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW

from: Mr. Gammons

April 12, 1955

This is the award made by some organization - in reading stand
represented by one George Lamb, a member of
Burning Tree. I believe it was given to
Lamb to give to you a year ago. Today he
sent it over to my office and asked if I
would be the messenger boy. Other than that,
I know nothing.

EARL GAMMONS

EHG

af

Thanks

EDWARD R. MURROW
488 MADISON AVENUE
NEW YORK 22, N.Y.

Look

December 6, 1957

Dear Shap:

Thanks for yours of November 21st.

Under no circumstances, could I make the announcement you suggest on the SEE IT NOW program of December 30th. The program has to do with Marian Anderson's tour of Asia. I would be stealing time from her and the audience were I to do as you suggest. Moreover, I have never yet, on radio or television, mentioned an award the program had received. I do not announce awards other people receive, so why should I announce awards I receive. That doesn't mean I am not grateful...just old-fashioned.

Sincerely yours,

Mr. S. O. Shapiro
Vice President
Look Magazine
488 Madison Avenue
New York 22, New York

mcc

LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Avenue, New York 22, N. Y., MURRAY HILL 8-0300*

S. O. SHAPIRO, *Vice President*

November 21, 1957

Mr. Edward R. Murrow
"See It Now"
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

As I informed you in an earlier letter this week, "See It Now" has again won Look's Annual Television Award for the Best Public Affairs Series of the year. This will be announced, as I said, in the January 7, 1958 issue of Look, on sale December 24th.

I hope it will be possible, Ed, for you to make a brief mention of the Look Award on your "See It Now" program of December 30th. Perhaps, you could say something like this:

"In the current issue of Look Magazine, the editors of the magazine have announced that "See It Now" has won Look's Annual Television Award for the Best Public Affairs Series of 1957. The program was voted this award by newspaper television critics and editors. The staff of "See It Now" is grateful for this honor".

Needless to say, Ed, your mentioning the Look Award would mean a great deal to us. I hope you can do it.

With best regards.

Sincerely,

SOS:RB

EDWARD R. MURROW
485 MADISON AVENUE
NEW YORK 22, N.Y.

December 6, 1957

Dear Shap:

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Mr. S. O. Shapiro
Vice President
Look Magazine
488 Madison Avenue
New York 22, New York

ECC

LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Avenue, New York 22, N. Y., MURRAY HILL 8-0300*

S. O. SHAPIRO, *Vice President*

November 21, 1957

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"See It Now"
Columbia Broadcasting System
485 Madison Avenue
New York, New York

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With best regards.

Sincerely,

SOS:RB

Eng. Pol
Look Awards -

December 13, 1956

Dear Mr. Myers:

Thank you for your letter of December 3rd.

I will turn up on Ed Sullivan's show on Sunday, December 30th but will be unable to attend the rehearsal, because that is the Sunday on which we have our Year End Program with all our foreign correspondents. So if I have to go through with any special contortions, Sullivan's boys should let me know ahead of time.

I am sorry that I shall not be able to attend the Television Awards Party but I already have a commitment for later in the evening.

With all good wishes,

Sincerely yours,

Mr. Vernon C. Myers
LOOK
488 Madison Avenue
New York 22, New York

fs

Eng Pass

LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Ave., New York 22, N. Y., MURRAY HILL 8-0300*

S. O. SHAPIRO, *Vice President*

December 11th
1 9 5 6

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

We are getting closer to the deadline for final arrangements of the Look Television presentations on the Ed Sullivan Show of December 30th.

I remember your mention to me of the possibility that you might not be able to appear as you had originally planned and that a piece of film would have to be made instead.* Do you know yet for certain whether or not you will be able to appear live?

With warm regards and all good wishes.

Sincerely,

SOS:RB

* MY SUGGESTION IF YOU'LL BE AWAY

LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Avenue, New York 22, N. Y., MURRAY HILL 8-0300*

VERNON C. MYERS, *Publisher*

December 3, 1956

Mr. Edward R. Murrow
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I know you have already been notified by phone, but I would like to take this opportunity to congratulate you formally on behalf of Look Magazine on your winning Look's annual Television Award for the Best Novelty Series of 1956 (Person To Person) and the Best Public Affairs Series of 1956 (See It Now.) As you may know, you were voted these honors in balloting among some 1,500 television critics and editors of leading newspapers across the country.

To confirm what you have already been informed, you will be presented with your award plaques on the Ed Sullivan Show of Sunday, December 30th and we are delighted that you plan to appear.? Ed has requested that you appear at CBS Studio 50, 53rd Street and Broadway at 5:00 PM on the 30th for a very brief rehearsal of your acceptance. Dress is informal.

Following the program, Look will hold its traditional Television Awards Party and we look forward to having you as our guest. It will be held at the White and Gold Suite of the Plaza Hotel, 5th Avenue at 59th Street. In addition to your fellow award winners, leading network and advertising executives have been invited.

I'd be grateful for an R. S. V. P. from you to Judy Stone of our staff, also telling us if you care to bring a guest.

I look forward to meeting you personally on the evening of December 30th.

With all good wishes.

Sincerely,

Vernon C. Myers

Vernon C. Myers

VCM:RB

Motion Picture Daily Jan 11, 1957

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1220 (R 11-54)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

D63CC 6R NL PD

NEWYORK NY DEC 17 1956

Put on edward Put

EDWARD R MURROW

485 MADISON AVE NYK

CONFIDENTIAL UNTIL JANUARY ELEVENTH: HAPPY TO INFORM YOU THAT YOU HAVE BEEN VOTED ONE OF THE TOP THREE NEWS COMMENTATORS. THIS SELECTION MADE BY THE TELEVISION EDITORS AND COLUMNISTS OF THE NATION IN THE SEVENTH ANNUAL TELEVISION POLL CONDUCTED BY "TELEVISION TODAY" AND "MOTION PICTURE DAILY" FOR "FAME" MAGAZINE THE WIDELY RECOGNIZED ANNUAL RECORD OF ACHIEVEMENTS THROUGHOUT THE TELEVISION AND MOTION PICTURE INDUSTRIES.

WALTER HAAS
TELEVISION TODAY

1103P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Motion Picture Daily

Motion Picture Daily

has the honour to present

An Award of Achievement

to

Edward R. Murrow

Selected by the
Television and Radio Editors
of the United States
as the

Best News Commentator
In Radio

in Fame's annual Critics' Poll

New York, January, 1955

Awards

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1220

AN-35

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CC967 NL PD=NEW YORK NY 23= 1954 DEC 24 AM 3 31

EDWARD R MURROW=

CBS 485 MADISON AVE NYK=

THIS INFORMATION CONFIDENTIAL UNTIL JANUARY FOURTH. WE ARE HAPPY TO INFORM YOU THAT YOU HAVE BEEN VOTED ONE OF THE TOP THREE NEWS COMMENTATORS IN TELEVISION. THIS SELECTION MADE BY THE TELEVISION EDITORS OF THE UNITED STATES IN THE SIXTH ANNUAL TELEVISION POLL CONDUCTED BY MOTION PICTURE DAILY FOR FAME MAGAZINE, THE RECOGNIZED RECORD OF ACHIEVEMENTS THROUGHOUT THE TELEVISION AND MOTION PICTURE INDUSTRIES=

PINKY HERMAN TELEVISION EDITOR, MOTION PICTURE DAILY..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Navy's Distinguished Public Service Awards
January 30, 1957

CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

ARTHUR HULL HAYES
President

February 4, 1957

Dear Ed:

This is belated congratulations on the tremendous honor you received when the Navy conferred upon you its Distinguished Public Service Award. I am sorry it was for a TV show but pleased that it was for a radio star.

So again, congratulations and best wishes.

Sincerely,

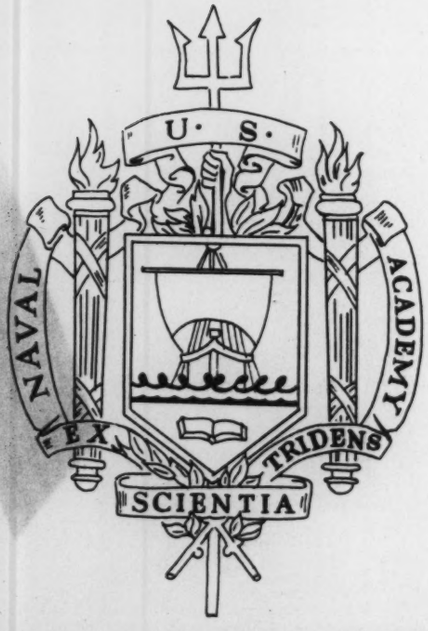
Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Office of National Civilian Coord

Navy–Marine Corps M

To: *Edward R Mur*

In appreciation of valu
Navy-Marine Corps Memori



Ju
National Civi

Approved:
Coo

ordinator of Special Projects

Memorial Stadium

urrow

aluable aid to the
norial Stadium Fund.

Jules Alberti
Civilian Coordinator

W. R. Smedberg III
W. R. Smedberg, III
Rear Admiral, U. S. Navy
d:
Coordinator, Navy-Marine Corps Memorial Stadium Fund

Navy's Distinguished Public Service Awards
1957

UPWA52

WASHINGTON, JAN. 30.--(UP)--CBS NEWSCASTER EDWARD R. MURROW WAS GIVEN THE NAVY DISTINGUISHED PUBLIC SERVICE AWARD TODAY BY NAVY SECRETARY CHARLES S. THOMAS.

MURROW WAS CITED FOR TELEVISION PROGRAMS WHICH WERE "INSTRUMENTAL IN BRINGING TO THE AMERICAN PUBLIC A BETTER UNDERSTANDING OF THE NAVY'S ROLE IN THE NATION'S DEFENSE STRUCTURE."

BESIDES HIS "SEE IT NOW" PROGRAMS, MURROW HAS NARRATED NAVY TRAINING FILMS.

P720P

MR. ED MURROW
485/17

Awards

Press Information
485 Madison Ave., New York 22, N.Y.

January 29, 1957

EDWARD R. MURROW TO RECEIVE NAVY'S HIGHEST CIVILIAN AWARD

Newsman Recommended for Distinguished Public Service Award
By Admiral Arleigh Burke; Navy Secretary Thomas To Make Presentation

---

CBS Newsman Edward R. Murrow will receive the Navy's Distinguished Public Service Award on Wednesday, Jan. 30, at 12:15 PM, EST in the office of Secretary of the Navy Charles F. Thoma[redacted] the Pentagon. Secretary Thomas will make the presentation. Mr. Murrow was nominated for the Award by the Chief of Naval Operations, Admiral Arleigh A. Burke.

The Distinguished Public Service Award is the highest recognition which the Secretary of the Navy may award to an individual citizen not an employee of the Navy. It carries with it a citation, certificate, gold medal, lapel pin and ribbon. It ranks below the Presidential Medal for Merit and Medal of Freedom, but above all other awards and certificates granted by the Navy Department to civilians.

In announcing the Award, the Navy referred to Murrow's "See It Now" series "which has highlighted many Navy activities and installations." The Navy release also stated that Murrow had narrated several Navy training films including "Service To The Fleet." On November 18, 1956, "See It Now" presented "Revolution in The Navy," an hour-long

(More)

program on the changes imposed on the United States Navy by the introduction of atom power and guided missiles to modern warfare.

Text of the citation accompanying Murrow's award follows:

"For his outstanding contribution to the United States Naval establishment in the fields of public information, education, recruiting and morale. Motivated by his general interest in the Navy, he originated many network television programs dealing with Navy subjects. In so doing, he has been instrumental in bringing to the American public a better understanding of the Navy's role in the nation's defense structure. The excellent and widespread public acceptance of these telecasts has resulted in a highly favorable atmosphere for Navy and Marine Corps public relations and recruiting. In recognition and appreciation of his valuable service to the Naval establishment, this award is approved this 21st day of December, 1956."

* * *

Page One Award Awards

PAGE ONE BALL + 1955

HOTEL SHERATON ASTOR **FRIDAY, APRIL 29, 1955**

Put on List

Honorary Chairman
HON. ROBERT F. WAGNER

PAGE ONE COMMITTEE

JOSEPH P. MURPHY *AP*
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LEWIS FUNKE, *Times*
LEWIS GANNETT, *Herald Tribune*
HY GARDNER, *Herald Tribune*
BEN GROSS, *News*
OTIS L. GUERNSEY, JR., *Herald Tribune*
WANDA HALE, *News*
WARREN HALL, *American Weekly*
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HARRY HERSHFIELD, *Mirror*
JIM HURLEY, *Mirror*
JOHN K. HUTCHINS, *Herald Tribune*
MAX KASH, *Journal-American*
DOROTHY KILGALLEN, *Journal-American*
LOUIS KRONENBERGER, *Time*
ERNEST LA FRANCE, *Parade*
JOHN LARDNER, *Newsweek*
MIKE LEE, *L. I. Press*
A. J. LIEBLING, *New Yorker*
JACK LOTTO, *INS*
LEONARD LYONS, *Post*
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HENRY MOSCOW
JIM O'CONNOR, *Journal-American*
LOU O'NEILL, *L. I. Star-Journal*
DAN PARKER, *Mirror*
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M. MICHAEL POTOKER, *Sec.-Treas.*

April 22n, 1955

Mr. Edward R. Murrow
C B S
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

We're very happy that you are able to receive your Page One Award in person at the Newspaper Guild's Page One Ball on Friday evening, April 29th, at the Hotel Sheraton Astor.

The chief awards ceremony will take place from 10 to 10:30 PM, when the bulk of the awards will be made, but there will be an informal, short ceremony around 11:30, as soon as Kim stanley and Albert Salmi, who share the theatre award; Mr. Friendly and yourself have arrived.

For your convenience, it is best to use the entrance on West 44th Street, under the second marquee from Broadway. This entrance has "Grand Ballroom" marked on the glass doors and will be restricted exclusively to the award winners and entertainers. It leads directly into the backstage guest room and will prevent your becoming involved in the general crowd. Someone will be on duty at the door to facilitate matters for you.

You will no doubt be happy to learn that you won't be expected to say anything more than "thank you", or a reasonable facimile. Enclosed is the special ticket for use at the honor guests' entrance. If anything should develop suddenly that will prevent you from attending the Ball, would you please notify me immediately at JUdson 2 0530. Again, I wish to express our gratitude that you will attend in person.

Sincerely,

Lou Sheaffer

Louis Sheaffer,
Director, PAGE ONE BALL

PAGE ONE BALL 1955

HOTEL SHERATON ASTOR **FRIDAY, APRIL 29, 1955**

Honorary Chairman
HON. ROBERT F. WAGNER

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M. MICHAEL POTOKER,	*Sec.-Treas.*

April 12th, 1955

Mr. Edward R. Murrow
CBS
485 Madsion Avenue
New York 22, New York

Dear Mr. Murrow:

This letter follows a call to your secretary on Monday, April 11th, regarding your presence at the PAGE ONE BALL of the New York Newspaper Guild on Friday, April 29th, at the Sheraton Astor.

We would appreciate your being physically present to accept the award in television voted to you and Mr. Friendly. We realize, of course, that you have a program from 10:30 to 11 PM, but perhaps you can be present to receive the award around 11:30 when the theatre awards will be presented to Kim Stanley and Albert Salmi.

Would you please let us know at your earliest convenience whether you will be able to attend. If 11:30 is inconvenient, kindly inform us of a more convenient time on Friday night.

Sincerely,

Louis Sheaffer

Louis Sheaffer, Director
PAGE ONE BALL

LS:K

Awards

March 28, 1955

Dear Mr. Murphy:

Very many thanks for your wire informing me that the Newspaper Guild of New York has named Fred Friendly and me the winners of the 1955 Page One Award in Radio and Television.

There are no awards to equal those that come from members of the profession. Fred Friendly and I are deeply honored by the distinction accorded us by the Guild.

Sincerely,

Mr. Joseph P. Murphy, President
The Newspaper Guild of New York
New York, New York

fc

PAGE ONE BALL 1955

HOTEL SHERATON ASTOR **FRIDAY, APRIL 29, 1955**

Honorary Chairman
HON. ROBERT F. WAGNER

PAGE ONE COMMITTEE

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M. MICHAEL POTOKER, *Sec.-Treas.*

March 17, 1955

Mr. Edward R. Murrow
c/o Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

The Page One Awards and Citations will be presented in a ceremony at the Page One Ball of the New York Newspaper Guild on Friday evening, April 29th, at the Hotel Sheraton Astor. We trust that you, as one of the winners, will attend and participate in the ceremony. - 45th St. + Broadway

Would appreciate an early reply as to whether you can attend. Congratulations on your being singled out for honoring by the working newspapermen and women of New York.

Sincerely,

Al Salerno
Al Salerno

Louis Sheaffer
Louis Sheaffer

LS:gr

Mr. Murrow:
Since you cannot attend before Person to Person - Would you be able to be at the Sheraton Astor after P to P to accept the award?
R.H.

Yes

Pres.
Pres.
Pres.
Pres.
V.P.
reas.

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EDWARD R MURROW

CBS

THE NEWSPAPER GUILD OF NEW YORK HAS NAMED YOU AND FRED FRIENDLY WINNERS OF THE 1955 PAGE ONE AWARD IN RADIO - TV. DETAILS OF PRESENTATION ON APRIL 29TH TO FOLLOW BY LETTER. CONGRATULATIONS

JOSEPH P MURPHY PRESIDENT

715P..

March 6, 1956

Pegler Judge, Jury in Column On Murrow

To the Editor of The Post-Standard:

I have before me Westbrook Pegler's article on "Awards to Murrow" as it appeared in your March 6 edition.

As usual, in his unceasing tirades against great personalities of our times, Mr. Pegler sets himself up as judge and jury and by issuing his own statements as "facts," condemns these fine people.

One-third of this column pertains to Edward R. Murrow, the subject, and the other two-thirds blasts off on tangents including Mrs. Roosevelt, FDR, George Foster Peabody and others. Mr. Pegler has seldom written a column which in one way or another hasn't deviated into a tirade against one of the Roosevelts.

By his own words, Mr. Pegler points out that Mr. Murrow has received awards from the Educational Writers Association in recognition of Mr. Murrow's outstanding achievements in the field of education journalism.

Is this to be sneered at? By the very name, one may assume that the Educational Writers Association must be a group of great importance and to be recognized by this group must indeed be a great distinction.

Aided Nation

He also points out that Mr. Murrow has defended Prof. J. Robert Oppenheimer as a citizen of extraordinary moral and patriotic merit. May I remind Mr. Pegler that Prof. Oppenheimer's scientific achievements have been for our country, and that Prof. Oppenheimer isn't responsible for the political beliefs of his wife or his friends. Prof. Oppenheimer has enough scientific knowledge to build the A-Bomb by himself but we do not see him pulling a Burgess, MacLean Act and sneaking off to Russia.

As for Mr. Pegler's attack on Mr. Murrow for his hand in discrediting Sen. McCarthy, may I again remind Mr. Pegler that Mr. Murrow used McCarthy's own words in discrediting the Senator and may I ask, "What traitors did Senator McCarthy hound, Mr. Pegler?" If I remember correctly, a Republican-controlled Senate voted for the censuring of Sen. McCarthy, or has Mr. Pegler forgotten this too?

Work Ridiculed

Mr. Pegler also discredits the University of Georgia's George Foster Peabody award to Mr. Murrow with a belittling attack on Mr. Peabody, again using his "facts" to strengthen his viewpoints on Mr. Peabody. Through Mr. Peabody's sale of Georgia lands for the Warm Springs Foundation to FDR, Mr. Pegler ridicules FDR's work against the dread polio disease with more "facts" of his own origin.

Recalling my past readings of Mr. Pegler's columns, I can only remember one in which he praised anyone and that was the column he wrote praising Perle Mesta for opening the U. S. Embassy to him when she was our Ambassador to Luxembourg.

Beyond Reason

Why The Post-Standard or any other newspaper prints such opinionated, vitriolic columns is more than I can understand. If it was in the way of a public service or for constructive criticism I could see it, but to use a daily newspaper just to spew hatred and personal contempt on personages whose greatness has already been confirmed by time and memory, is beyond all reason.

As for Mr. Murrow, Pegler's attacks cannot erase the fact that he is a great newsman with an intense love for America, and who commands the respect and admiration of educators and great and small citizens in all walks of life in our great country. MARK M. NORMAN.

Syracuse.

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THE POST-STANDARD
Tuesday, March 6, 1956 Second Section, Page 21

Awards to Murrow

Westbrook Pegler

THE NEW YORK TIMES RECENTLY informed us that Egbert R. Murrow, Fred W. Friendly "and staff" of the Columbia Broadcasting System, among others, had received "awards" from the Educational Writers' Assn. These trinkets were voted in recognition of "outstanding achievement in the field of educational journalism." By quaint coincidence, Miss Ruth Dunbar, of Marshall Field's Chicago paper, described as vice president of the association, also got one.

Pegler

Mr. Murrow's services in the last few years have won him a chestful of such badges. They have consisted in the main of two opposing but mutually complementary parts. First of these has been a campaign to convince the American public that Prof. J. Robert Oppenheimer is a citien of extraordinary moral and patriotic merit, notwithstanding amorous relations with two communists, close association with others, and gifts of money to communist causes. The second was a campaign to discredit Senator McCarthy for hounding traitors.

ACCORDING TO MURROW'S OWN STANDards, Oppenheimer may well be a majestic model of nobility and McCarthy the reverse.

It is worth noting that Ford's Fund for the Republic and Columbia Broadcasting System support Murrow's work and his personality, including, it would follow, his moral and patriotic standards. Lewis W. Douglas, late ambassador to Great Britain, and the department of journalism of the University of Georgia also expressed approval of all his principles by conferring similar acknowledgments in each case with appropriate notice from The New York Times.

On this point the fact bears repetition that The Times' own "director of educational," Dr. Benjamin Fine, admitted to Senator Eastland's Subcommittee on Security that, unlike Oppenheimer, who embraced a couple of communists, he actually had embraced the ism itself.

One Buder, otherwise not identified in The New York Times' account of the awards to Murrow and associates, is described as a member of The Times' staff and an officer of the association.

THAT MISS DUNBAR SHOULD HAVE won recognition as a lady of genius from a society, however insubstantial, of which she happens to be vice president, although perhaps amusing, it not unique. There are now so many letterhead cults of this type, presuming to confer honors, that the A. N. Marquis Co. of Chicago, publishers of "Who's Who in America," has just accomplished a massive work entitled "The Blue Book of Awards." It contains "over 2,750 prizes, including major foreign awards open to citizens of the United States." It goes without saying that Eleanor Roosevelt has merited most of these, including one from the Republic of Panama for unspecified services to unspecified beneficiaries but doubtless "humanity" or "brotherhood." She also "accepted" from the French ambassador a Medaille Militaire, the only known profanation of a grand award for valor in battle, comparable to the Medal of Honor and the Victoria Cross. There is no other instance of the award and "acceptance" of the Medaille Militaire by a non-combatant civilian politician or his proxy for sedentary political activity. On that occasion a member of the staff of the French consulate in New York wept as he set forth the strict regulations concerning this heroic honor which were set at naught.

THE UNIVERSITY OF GEORGIA'S SALUTE to Murrow was the George Foster Peabody or George Foster Nobody award. The dean of the School of Journalism, who presided over this coup, on request, submitted a statement of his own professional qualifications so meager that the Peabody bauble, prior to that a souvenir of some prestige, declined to status below the gauds bestowed on junior Davy Crocketts in return for box-tops. Peabody himself, up to then, had been cradled in rosy clouds as an American immortal without portfolio or credentials. He was a man nobody knew. On inquiry, he turned out to be a very questionable character who skulked in the background of the Woodrow Wilson regime more or less in league with the insidious E. M. House, whose own title of "colonel" was a fake.

Peabody was the one who peddled a decadent Georgia briar patch and a puddle of warm ooze to Franklin D. Roosevelt, which became ennobled by a counterfeit seeming of philanthropy when Roosevelt and his mother ballyhooed it as a magic relief for polio. They did this to promote the sale of residential plots. Persons of African strain were rigidly excluded forever by the terms of conveyance. Roosevelt tried to persuade Peabody to forgive his debt, but Peabody has given F.D.R.'s notes to charity to claim his tax deduction. However, Roosevelt then blackmailed John Raskob and other Democrats into paying his liability.

The Marquis Co.'s Blue Book is not just a list but an authoritative work with complete data on each award and the meritorious accomplishments of "recent winners." This last promise, if fulfilled, will smack of magic and supernatural powers.

Radio-TV Daily

Jan 14, 1957

Avail Sun

True Copy

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1957 JAN 14 PM 6:22
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WUA045 PD

NEW YORK NY 14 416P

EDWARD R MURROW

CBS

DEAR ED

IT AFFORDS ME GREAT PLEASURE TO INFORM YOU THAT THE NATIONS RADIO AND TV EDITORS HAVE AGAIN THIS YEAR SELECTED YOU TELEVISIONS "COMMENTATOR OF THE YEAR" FOR 1956 IN RADIO-TELEVISION DAILYS FIFTEENTH ANNUAL "ALL-AMERICAN POLL."

WE FEEL THAT THIS HONOR IS TRULY DISTINGUISHED AMONG ALL OTHERS BECAUSE IT IS THE FREE OPINION OF THOSE WHO WRITE PROFESSIONALLY

BOUT RADIO AND TELEVISION.

ARTISTIC ACHIEVEMENT IS THE SOLE BASIS FOR INCLUSION IN "THE ALL-AMERICAN POLL."

I KNOW YOU WILL BE INTERESTED IN THE FACT THAT THE COMBINED READING AUDIENCE REPRESENTED BY THE CRITICS POLLED EXCEEDS FIFTY MILLION. COMPLETE RESULTS OF THE POLL WILL APPEAR IN RADIO-TELEVISION DAILY TUESDAY, JANUARY FIFTEENTH.

HEARTIEST CONGRATULATIONS FROM ALL OF US. KINDEST REGARDS

CHAS A ALICOATE EDITOR & PUBLISHER

540P..

Radio-TV Daily

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NEW YORK NY JAN 14 417P

EDWARD R MURROW & FRED W FRIENDLY

"SEE IT NOW" CBS

DEAR ED AND FRED

IT AFFORDS ME GREAT PLEASURE TO INFORM YOU THAT
THE NATIONS RADIO AND TV EDITORS HAVE
AGAIN THIS YEAR SELECTED "SEE IT NOW" AS TELEVISIONS
"BEST DOCUMENTARY OF THE YEAR" FOR 1956 IN RADIO-TELEVISION
DAILYS FIFTEENTH ANNUAL "ALL-AMERICAN POLL."

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READING AUDIENCE REPRESENTED BY THE CRITICS POLLED EXCEEDS
FIFTY MILLION. COMPLETE RESULTS OF THE POLL WILL APPEAR IN
RADIO-TELEVISION DAILY TUESDAY, JANUARY FIFTEENTH.
HEARTIEST CONGRATULATIONS FROM ALL OF US. KINDEST REGARDS

CHAS A ALICOATE EDITOR & PUBLISHER

540P..

Radio Television Daily
Put on lists ✓

THE RADIO DAILY TELEVISION DAILY

1501 BROADWAY, NEW YORK 18

Awards.

OFFICE OF
THE PUBLISHER

JANUARY 6, 1956

MR. EDWARD R. MURROW
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK, NEW YORK

MY DEAR MR. MURROW:

IT AFFORDS ME GREAT PLEASURE TO INFORM YOU THAT YOU HAVE BEEN HAILED BY THE NATION'S CRITICS AS ALL AMERICAN FAVORITE COMMENTATOR OF THE YEAR BOTH IN RADIO AND TELEVISION FOR 1955.

RADIO TELEVISION DAILY FEELS THAT THIS HONOR IS TRULY DISTINCTIVE AMONG ALL OTHERS BECAUSE IT IS THE FREE OPINION OF THOSE WHO WRITE PROFESSIONALLY OF RADIO AND TELEVISION, AND ARTISTIC ACHIEVEMENT IS THE SOLE BASIS FOR INCLUSION AMONG ALL AMERICAN FAVORITES.

I KNOW THAT YOU WILL ALSO BE INTERESTED IN THE FACT THAT THE COMBINED READERSHIP REPRESENTED BY THE CRITICS VOTING IN THE ALL AMERICAN FAVORITES POLL EXCEEDS OVER 75 MILLION.

SO, ALONG WITH THE ENCLOSED SCROLL, WILL YOU PLEASE ACCEPT OUR HEARTIEST CONGRATULATIONS AND BEST WISHES.

CORDIALLY YOURS,

Chas A. Alicoate

CHARLES A. ALICOATE
PUBLISHER

CAA:HM

P.S.: WE ARE ALSO ENCLOSING A COPY OF FRIDAY, JANUARY 6 RADIO TELEVISION DAILY IN WHICH THE WINNERS AND STORY APPEARS.

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

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1956 JAN 4 PM 4 43

EDWARD R MURROW, CARE KRNT=
CBS RADIO STATION DES MOINES IOWA=

DEAR ED: THE NATION'S RADIO AND TELEVISION EDITORS HAVE AGAIN SELECTED YOU AS THE COMMENTATOR OF THE YEAR BOTH IN THE RADIO AND TELEVISION CATEGORIES. THIS WILL BE ANNOUNCED BY RADIO TELEVISION DAILY IN REPORTING THE ALL-AMERICAN FAVORITES OF 1955 IN OUR EDITION OF FRIDAY, JANUARY 6. HEARTIEST CONGRATULATIONS FROM ALL OF US. THIS NEWS CAN BE RELEASED ON FRIDAY. KINDEST REGARDS.=

FRANK BURKE, EDITOR RADIO TELEVISION DAILY.=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Awards.
Radio Television Daily
January 10, 1955

January 18, 1955

Dear Mr. Burke:

Please accept my belated but very sincere thanks for your telegram announcing the result of Radio Television Daily's annual poll.

I am flattered by the honor and greatly appreciative of your message.

Sincerely,

Mr. Frank Burke, Editor
Radio Television Daily
New York, New York

fc

Lice Gobb
- Presentation guide
Last Feb
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RECEIVED
1955 JAN -7 PM 6:18
C. B. S. TRAFFIC DEPT. N. Y.

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WUX NEW YORK NY JAN 7 526P

EDWARD R MURROW

THE NATION'S RADIO TELEVISION EDITORS PARTICIPATING
IN RADIO TELEVISION DAILY'S ANNUAL POLL HAVE CHOSEN
YOU AS THE RADIO AND TELEVISION COMMENTATOR OF THE YEAR.
WE JOIN THEM IN WISHING YOU HEARTIEST CONGRATULATIONS.
RESULTS OF THE POLL WILL BE ANNOUNCED
ON MONDAY

FRANK BURKE EDITOR RADIO TELEVISION DAILY

604P..

Awards

1954 RADIO TELEVISION DAILY Award

Television

This Scroll, Emblematic of Highest honors in the Field of Radio and Television, is presented to

EDWARD R. MURROW

as The

COMMENTATOR OF THE YEAR

On Behalf of the Radio and Television Editors of the United States who participated in the Radio-Television Daily Poll and Who by Their Ballots Directed That This Symbol of Distinction be Placed on the Records of Artistic Achievement for the Year of Nineteen Hundred and Fifty Four.

New York, N. Y.
January 10, 1955

John W Alicoate
Publisher, Radio-Television Daily

SIN

CBS TELEVISION

George Foster Peabody Awards

Office Communication

to: Mr. Murrow and Mr. Friendly

from: Mr. L. Grossman

January 10, 1957

This booklet accompanied the TVRs of your programs which were submitted for George Foster Peabody Awards.

Larry Grossman

Promotion of International Understanding

TELEVISION CATEGORY 5

5a—See It Now

The Secret Life of Danny Kaye: December 2, 1956, 5:00-6:30 pm EST

5b—See It Now

Coverage of the Middle East Crisis:

Egypt-Israel: March 13, 1956, 8:30-10:00 pm EST

Report From Africa: Part I April 23, 1956, 10:00-11:00 pm EST

Part II May 17, 1956, 10:00-11:00 pm EDT

Suez: October 7, 1956, 5:00-6:00 pm EDT

Edward R. Murrow Reports From Israel:

November 13-14, 1956, 11:15- 11:30 pm EST

5a—See It Now—"The Secret Life of Danny Kaye"

For an hour-and-a-half on Sunday afternoon December 2 the American people were treated to an extraordinary demonstration of international good-will. They saw highlights of Danny Kaye's brilliant international tour on behalf of the United Nations International Children's Emergency Fund. They followed along with *See It Now* cameras as Danny Kaye sang, danced, mimicked and clowned his way through eleven countries and 50,000 miles, proving that youngsters are the same all over and that national boundaries and rivalries all are dissolved in the delightful society of children.

See It Now's "The Secret Life of Danny Kaye" was a lesson in international understanding which few who saw it could ever forget. From polio stricken children in Italy to leprosy sufferers in Nigeria, Danny Kaye brought smiles to them all with his brilliant clowning and tremendous heart. Simply and eloquently he put across the crucial point—that the world will be a much better place in the future if the suffering children of today are given love, understanding and help through UNICEF.

Not only did the people of America see this great lesson in international understanding, but the people of the world saw it as well. For the *See It Now* Danny Kaye film has been shown on television networks in 25 countries throughout the world from Australia to Yugoslavia—the first time in history that so many could see one program in so many different parts of the globe.

Harriet Van Horne said in the *New York World-Telegram And Sun,* "In months to come ("The Secret Life of Danny Kaye") will probably win all the awards, scrolls and citations there are. It will deserve every last one of them . . . what we'll long remember is Danny Kaye opening his arms and heart to the children of the world."

CBS Television submits that *See It Now's* "The Secret Life of Danny Kaye," which has been a major force in stimulating an informed public opinion about the work of the United Nations International Children's Emergency Fund, represents an outstanding contribution to international understanding and deserves the consideration of the Board of Judges of the George Foster Peabody Awards.

5b—See It Now—"Coverage of The Middle East Crisis"

The problems of the Middle East are among the most important and complex of any area in the world. They stem from the fact that the Middle East, with its rich oil deposits and its Suez Canal lifeline, is inextricably bound to the economy of Western Europe. Its problems are complicated by the rising tides of nationalism in the area and by the counterbalancing forces of colonialism. They are made still more complex by the growing demands for racial equality among the Middle East's emerging black and brown peoples. And the confusion is further compounded by the existence of bitter animosity between Israel and her Arab neighbors and almost as deep rivalries among the Arab countries themselves.

Each of these vital and continually changing aspects of the Middle East situation has been covered clearly, thoroughly and with great insight by a series of *See It Now* programs presented on CBS Television during the past year.

See It Now's remarkable coverage of the Middle East crisis includes the following specific broadcasts:

"Egypt—Israel"—an hour-and-a-half long program about the conflict of those two nations presented on March 13.

"Report from Africa"—a two part program about the rising tides of nationalism and racial equality, presented on April 23 and May 17.

"Suez"—an hour-long program about the significance of Egypt's seizure of the canal, presented on October 7.

"Special Reports from Israel"—two 15 minute broadcasts by Edward R. Murrow about the Israeli invasion of the Sinai Peninsula, presented on November 13 and 14.

Each of these *See It Now* programs is submitted by CBS Tele-

vision in the conviction that it is a worthy candidate for a George Foster Peabody Award. Taken together, these broadcasts represent an unmatched achievement in the coverage of an extremely difficult and continually developing international situation of crucial importance to the entire world.

The *See It Now* series on the Middle East presented during the past year has given the American people an excellent over-all view of the problems of that vital area. Separately, each of the programs stands on its own merits for its outstanding contribution to our understanding of specific phases of the Middle East crisis.

For this reason CBS Television has grouped all of the *See It Now* broadcasts from the Middle East into one entry for consideration by the Board of Judges of the George Foster Peabody Awards, and at the same time presents each of the programs for separate consideration by the Board for an individual award. A more detailed description of the programs follows.

5b—See It Now—"Egypt—Israel"

The first of the *See It Now* broadcasts on the Middle East this year was an hour-and-a-half long political documentary entitled, "Egypt—Israel," (presented from 8:30-10:00 pm on March 13) which covered the origins and issues of the bitter dispute between both countries. The program featured probing, newsmaking interviews with General Abdul Gamal Nasser of Egypt and Prime Minister David Ben-Gurion of Israel by veteran correspondents Edward R. Murrow and Howard K. Smith respectively.

To give Americans a first hand view of the character and nature of the two countries, *See It Now's* cameras traveled extensively through both of them, revealing their people and their attitudes, proving their strength and weaknesses, describing their lands and their history.

Variety said, "Last Tuesday's hour-and-a-half, on-the-spot report on the Arab-Israel tensions was 'electronic journalism' at its best, at once frightening and fascinating."

Harriet Van Horne wrote in the *New York World-Telegram and Sun,* "Television, in essaying such documentaries as this one makes our homework as citizens of the world ever so much easier. ...This was a splendid moment in television."

For its outstanding effort to bring the people and problems of a far off, but vital area into the homes of American television viewers, CBS Television submits *See It Now*—"Egypt—Israel" for consideration by the Board of Judges of the George Foster Peabody Awards.

5b—See It Now—"Report From Africa"

As part of its effort to acquaint Americans with the peoples and problems of seemingly remote parts of the world, *See It Now* this year offered a two part program entitled, "Report From Africa."

Part I, presented on April 23, covered six countries which are barely known here: Gold Coast, Liberia, Kenya, Belgian Congo, Union of South Africa and Rhodesia.

The emerging theme of the first installment was the rise of native populations to challenge the historic rule of the white man in each of the countries surveyed.

The New York Times said, "...what Mr. Murrow achieved was to make the countries of Africa come alive in human terms, to instill in his audience a realization that man has innate dignity no matter what his geographical location. It would be hard to conceive of a more constructive use of the home screen."

For its second broadcast on Africa, presented on May 17, *See It Now* concentrated on the people and problems of the northern part of the continent, encompassing Algeria, Libya, the Belgian Congo, Egypt, the Sudan, Ethiopia and Uganda.

Here the complex and fiery issues of colonialism, emerging nationalism and oil diplomacy in the Middle East provided the dominant themes. Included in the show were interviews with some of the leading political figures of each of the countries; dramatic scenes of popular movements as reflected in street rallies and mob violence, and surveys of the economic development of the area. This aspect of *See It Now*'s Africa coverage gave valuable insight into the background of the deep Middle East controversies which have exploded with such tragic force in recent months.

The Billboard described "Report From Africa," Part II as "a

vivid, illuminating survey. Cities and countries on the Dark Continent suddenly snapped into place, and their leaders and political struggles took on flesh and blood meaning."

For its remarkable effort to throw light on the countries and problems of the Dark Continent for the American people, CBS Television submits *See It Now's*—"Report From Africa" for consideration by the George Foster Peabody Board of Judges.

5b—See It Now—"Suez"

Soon after Egypt's General Abdul Gamal Nasser seized control of the Suez Canal in a move which threatened to engulf the entire world in war, *See It Now's* cameras, under the supervision of Edward R. Murrow and Fred W. Friendly, returned to the Middle East to give the American people an up-to-date report on the latest developments in that area.

In "Suez," broadcast on the CBS Television Network on Sunday, October 7 from 5-6 pm, Mr. Murrow and his camera crew took their American viewers on a tour of the vital canal, pointing out first-hand its importance to the rest of the world and the difficulty of keeping traffic running smoothly through this lifeline to Europe.

The program focused on the controversy then raging over control of the Canal through special interviews with General Nasser and British Foreign Secretary Selwyn Lloyd.

It gave a clear, timely picture not only of the issues dividing the nations of the world on the Middle East but also of the future significance of the Canal crisis to the peace and prosperity of people everywhere.

The New York Times called *See It Now's* "Suez" "an illuminating and revealing documentary report."

As such CBS Television nominates it for the consideration of the Board of Judges of the George Foster Peabody Awards.

5b—See It Now—"Special Reports from Israel"

At the outbreak of war between Israel and Egypt in November, Edward R. Murrow flew to Israel with a *See It Now* camera crew to film and record on-the-spot reports of the happenings in that crucial area.

In two special broadcasts carried on CBS Television November 13 and 14 Mr. Murrow interviewed Premier David Ben-Gurion for the Israeli leader's first hand explanation of the reasons for his nation's sudden invasion of Egypt. In the second report Maj. Gen. Moshe Dayan, Chief-of-Staff of the Israeli Army, gave an informative summary of the Sinai campaign and of Israel's present military condition.

The New York Times said of these reports, "...they are giving viewers a feeling for the situation as it affects those on the scene."

For its timely efforts to give the American people a broad understanding of the latest developments in one of the most vital areas of the world, CBS Television submits *See It Now* as a candidate for a George Foster Peabody Award in International Understanding.

Awards -
SDB
School Bell

COPY

December 26, 1956

Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Fred:

The sponsors of the School Bell Awards have directed me to ship to you, under separate cover, the medallion commemorating the award presented to SEE IT NOW and the Columbia Broadcasting System for the television production "Ballots at Bear Creek--An Educational Western."

11/27/55

Designed to accompany the citation presented to your representative, Mr. Luke L. Roberts of Portland, Oregon at the 94th annual meeting of the National Education Association this summer, this bronze medallion represents the sponsors' appreciation for the distinguished service rendered by you, Mr. Murrow, and your staff in the interpretation of education as shown in this television documentary.

Sponsors of the School Bell Awards, representing some 12 million parents and educators, included:

National Education Association of the United States
National Congress of Parents and Teachers
United States Office of Education
National Citizens Council for Better Schools
Council of Chief State School Officers
National School Boards Association
National Association of Secretaries of State Teachers Associations

In developing the School Bell Awards into an annual widely-publicized occasion for honoring communications media which have rendered distinguished service to education, the sponsors hope to raise the caliber and variety of educational reporting and interpretation to levels demonstrated by CBS and other award-winning media recognized in 1955-56.

Sincerely yours,

Roy K. Wilson

Roy K. Wilson
Executive Secretary

RKW:ef

Encl. (und.sep.cov.)

Sylvania Television Award
Nov 27 '55

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

(12)

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Awards

NA234 PD=UD NEW YORK NY 27 939PME

1955 NOV 27 PM 10 38

TC - List

EDW R MURROW= CBS=
485 MADISON AVE=

THE COMMITTEE OF JUDGES OF THE SYLVANIA TELEVISION AWARDS IS HONORED TO ADVISE YOU THAT THIS YEAR'S AWARD FOR BEST DOCUMENTARY PROGRAM WILL BE PRESENTED TO YOU FOR "SEE IT NOW--THE VICE PRESIDENTY." WILL YOU JOIN US IN GUARDING AGAINST PREMATURE PUBLICATION OF THIS NEWS. YOU ARE INVITED TO RECEIVE THE AWARD TUESDAY NIGHT NOVEMBER 29 AT THE STARLIGHT ROOF OF THE WALDORF ASTORIA RECEPTION BEGINS AT 6:30 PM. BUT WOULD APPRECIATE YOUR

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

ARRIVING AT 6PM FOR PHOTOGRAPHS. WILL ENDEAVOR TO TELEPHONE YOU. MEANTIME OUR MOST SINCERE CONGRATULATIONS.

DEEMS TAYLOR CHAIRMAN

SYLVANIA TELEVISION AWARDS.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Columbia Broadcasting System, Inc.

F. 502

Television Father of the Year

OFFICE COMMUNICATION

To Mr. Jones

From Mr. Murrow

Station

March 9, 1956

You asked me whether I have any interest in being named Television Father of the Year for 1956. I think my qualifications in this field are not of sufficient quantity to merit the consideration. The quality isn't bad, but this sort of think inevitably involves a certain exploitation of the youngster and I don't like it.

Thanks anyhow.

E.R.M.

CBS TELEVISION

Office Communication

to: Mr. Murrow

from: Mr. Jones

January 12, 1956

Do you have any interest in being named Television Father of the Year for 1956?

MERLE S. JONES

MSJ:nk

50

Sylvania Award
Bliss Desh.

1956 - To See & Hear.
For Outstanding Contribution
to Creative Television
Technique

Eng Part
Awards 2/20/55

University Religious Council
of
Temple University

May 5, 1955

Miss Rebecca Holder, Secretary
to Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Miss Holder:

This is to confirm our appointment with Mr. Murrow on Monday afternoon, May 9, at 3:30 P.M. In answer to the telegram we received from you, the names of the representatives from Temple who will attend are the following:

Rabbi Shalom Segal,	Director of Hillel Foundation Adviser to Univ. Religious Council
Miss Judy Barnett,	President of Univ. Religious Council Chairman of Brotherhood Committee
Mr. Louis Marsh,	Past President Univ. Religious Council
Mr. Jack Shepherd,	President Canterbury Club
Miss Eva Gelernter,	Hillel representative on the Univ. Religious Council

We are very eagerly looking forward to our visit with Mr. Murrow on Monday.

Sincerely yours,

Judy Barnett

(Miss) Judy Barnett, President
University Religious Council

Temple University - Religious Council
Awards
Feb 20, 1955

MAY 3, 1955

MISS JUDY BARNETT
UNIVERSITY RELIGIOUS COUNCIL
TEMPLE UNIVERSITY
PHILADELPHIA, PENNSYLVANIA

MR. MURROW WILL BE HAPPY TO RECEIVE THE

STUDENTS WHO WILL PRESENT HIM THE AWARD

ON MONDAY, MAY 9 AT 3:00 pm. WILL

YOU PLEASE CONFIRM WITH THE NAMES OF THE

STUDENTS.

THANK YOU

REBECCA HOLDER
SECRETARY TO MR. MURROW

414-710-43

University Religious Council
of
Temple University

May 2, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Several weeks ago I wrote you a letter in reference to our presenting to you in person in New York our Human Service Award which was accepted for you by Mr. Charles Shaw at our Brotherhood Dinner in February.

There are only three weeks remaining in our school term, so we would greatly appreciate a reply from you by the end of this week stating a date convenient for you to receive us in New York. As mentioned before, the most convenient days for us are Monday, Wednesday, Thursday or Sunday. If these mentioned days do not fit into your calendar, any day except Saturday could be arranged by those students to make the trip.

We are eagerly awaiting your reply.

Sincerely yours,

Judy Barnett

Judy Barnett, President
University Religious Council

Earl E. Elder

Earl E. Elder

Co-ordinator
Temple Religious Activities

MSM. May 9.

Awards

no ans.

SPEAKING FOR FREEDOM

WCAU

city and monument avenues . philadelphia 31, pa. . greenwood 7-8300

February 24, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

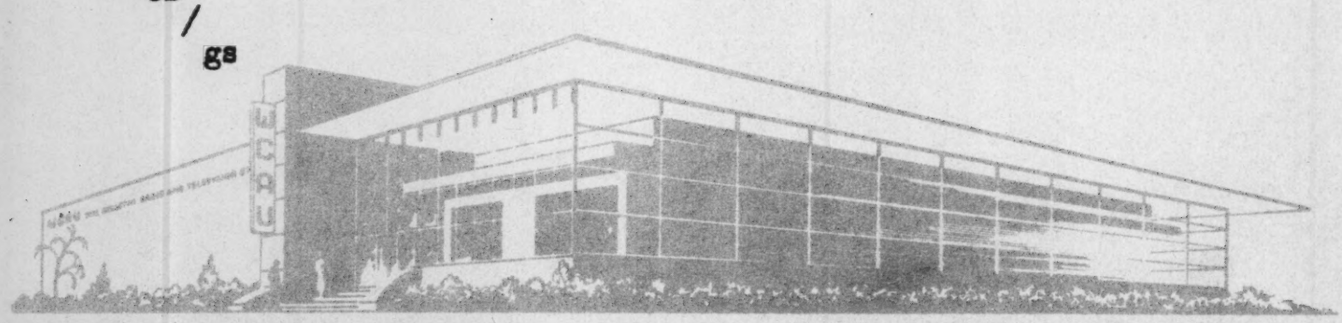
They gave me an award for you at Temple Tuesday night and then took it back in hopes that they can give it to you in person in New York. If you have a few minutes to spare, I think you would invest them wisely in giving them to those kids. They are doing a good job and would be inspired to work harder after a visit with you.

I am enclosing a copy of what I said.

Sincerely yours,

Charlie

CS/
gs



I cannot adequately describe the thrill I experience in standing up when the name of Edward R. Murrow is called.

(INSERT- SEE AT END)

To a certain group of us engaged in news broadcasting and commentary, Murrow stands on a pedestal that had to be fashioned especially for him.

Everybody in radio and television looks up to Murrow as a great success, as a great craftsman, as, to be frank, a terrific money maker. But those are only subsidiary reasons for the regard that some of us have for Murrow. There are much more important reasons.

It has been said to me, "You certainly owe a lot to Murrow. He found you in comparative obscurity and made you a member of the greatest news reporting organization in history, the foreign staff of CBS in World War II."

Certainly I am grateful for that. But I am grateful mainly for the opportunity my job with CBS afforded me to live with and observe this most considerable person.

I am indebted to Edward R. Murrow because he taught me - and taught me by example - that it's all right for a reporter to care...that the people about whom a reporter writes and broadcasts are important...that one can feel compassion for people, even for an injured enemy, and still be a good reporter. Murrow taught me by example, as he taught all of

us who admired him, that while we may be properly suspicious of anything that seems dubious, the words "cynic" and "reporter" are not synonymous.

You have cited Murrow for his effort on behalf of human relations, his understanding of religious values and community living, thereby creating a more wholesome environment for our society. There is an awful lot of Murrow in those words.

One might think that everybody is for brotherhood, as everybody is for Home and Mother. But you and I know of the concerted campaign there is against brotherhood...we understand the prayer written by Norman Corwin to conclude his poem, "On a Note of Triumph," his prayer that God would "post proofs that brotherhood is not so wild a dream as those who profit by postponing it pretend," his prayer for a "sign that peace will come for longer than posterities can see ahead, that man unto his fellow man shall be a friend forever."

We here are united, I am sure, in the belief that "brotherhood is not so wild a dream."

When Abou Ben Adhem saw the angel writing in the book of gold "the names of those who love the Lord," and when the angel told him that

his name did not appear, Ben Adhem, you'll recall, asked the angel to "write me as one that loves his fellow men." And when the angel next showed the names of those whom love of God had blessed, "lo, Ben Adhem's name led all the rest."

Characteristically, Ed Murrow dictated no message for me to read to you. His own reply to this citation will be the continuation of the efforts for which you have cited him, and we'll all be much better off for it.

I thank you for letting me stand in.

I N S E R T

I accept this award in Mr. Murrow's behalf. I convey to you his sincere regret that the press of other business prevents his being here to receive this citation in person. He would have enjoyed being here.

Dear Charles Shaw

February 25, 1955

Dear Charlie:

Many thanks for taking my place at the Temple University Dinner. My thanks also for sending me the copy of your remarks, although they were too flattering!

It was more than good of you to do this chore for me, and I want you to know that I appreciate it very much.

I wish I could send you the picture you asked for but believe it or not there is no fairly recent picture of Janet, Casey and myself all together. If you want to wait a few months it is entirely possible that this summer may provide an opportunity for the three of us to be together long enough to get a picture, in which case we will surely send you one.

Best regards,

Sincerely,

Mr. Charles Shaw
WCAU
Philadelphia, Pennsylvania

fc

Awards
Put on List

University Religious Council
of
Temple University

February 23, 1955

will see

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We regret that you were unable to be present for our Annual Brotherhood Dinner, last evening, February 22. However, we fully understand the reason for your absence. Mr. Charles Shaw served as an excellent representative for you, and very ably expressed the thoughts which you would have wanted conveyed to us. His remarks were most meaningful and they served to confirm the students' selection of you as one of our great Americans.

Vice President Tomlinson, Dr. Elder, the students, guests and myself felt the evening was one of the most inspiring that we have attended. There was a feeling of complete unity in the fact that not only did we recognize your great contribution to the American way of life, but some of the students themselves were recognized for their participation as the Panel of Americans. We all felt the spirit of harmony which helped to bring us closer to the end that by striving together, brotherhood becomes not only a platitude but an attitude and a living reality.

I am enclosing a copy of last evening's program and also newspaper clippings that were inserted in our "Temple News." It may also interest you to know that portions of the program were televised and releases appeared in several of the leading Philadelphia newspapers.

We are eagerly awaiting your reply informing us of the date of our visit to New York at which time we will personally present to you the Human Service Award. We hope that one of the following days, Sunday, Monday, Wednesday or Thursday, will be satisfactory with you.

Sincerely yours,

Judith P. Barnett

Judith P. Barnett
President

Now is the time to plan for

BROTHERHOOD WEEK FEB. 20·27 1955

ONE NATION UNDER GOD

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

BROTHERHOOD WEEK

and a

YEAR-ROUND PROGRAM

never before has the need been so great

THE WHITE HOUSE
WASHINGTON

August 17, 1954

Dear Mr. Duffy:

The spirit which lies behind our observance of Brotherhood Week is as old as our civilization. It goes back to the answer given to the first man who asked, "Am I my brother's keeper?"

Through thousands of years there have been many noble answers to this same question, answers which bravely affirm that all men -- of all religions, of all colors, of all languages -- are in fact brothers, that no man can live alone. But in every age the question is asked, and in every age it must be answered anew.

We live in a period in which the question has a new sharpness and a new edge, because there are new forces in the world which divide and threaten men, forces which work to lock each man within the prison of his own mind, which make friend distrust friend, nation distrust nation. In the face of these forces it is imperative that we heroically by word and deed give voice to our faith: that every man is indeed his brother's keeper, that no human being in the world can escape his spiritual involvement in what happens to any other human being, that no man, in the troubled sea of mankind, can be an island.

It is the purpose of Brotherhood Week to inspire us to give that answer for our time, with an eloquence never before heard.

Sincerely,

Dwight D. Eisenhower

Mr. Ben Duffy
Chairman, Brotherhood Week
The National Conference of
Christians and Jews, Inc.
381 Fourth Avenue
New York 16, N. Y.

BECAUSE of the need to promote justice, amity, understanding and cooperation among Protestants, Catholics and Jews, the Conference was founded in 1928 by Charles Evans Hughes, Newton D. Baker and S. Parkes Cadman, joined by Carlton J. H. Hayes and Roger W. Straus.

Over the years the National Conference has put into motion a vital effort for better human relations through a day-to-day program of education in Schools and Colleges—Churches and Synagogues—Mass Communications—Labor-Management—Community Organizations.

t to spread the work of BROTHERHOOD!

A personal message from Mr. BEN DUFFY

As chairman of Brotherhood Week I am asking your help.

Rarely in world history have the best hopes of mankind seemed dimmer than they are today. The issues are vast. It is unnecessary to point out that all of the resolution, the strength and the unity of the cause of freedom must be thrown into the balance in order that the principles we believe prevail.

I ask you to join with thousands of other people of good will across the country in the National Conference's crusade to promote tolerance and humanity in the hearts of people everywhere. We need your help and support.

Brotherhood Week is a time when we re-dedicate ourselves to this cause.

For Brotherhood is a year-round crusade. That's why I'd like you to join us NOW.

. . . Begin organizing Committees for Brotherhood in your churches and synagogues, in your schools and colleges and in your clubs and community organizations NOW.

. . . Plan programs focusing on Brotherhood NOW — panel discussions, film forums, seminars, institutes — any kind of program which will promote understanding among peoples of different races, nationalities and religions.

. . . Become a member of the National Conference NOW.

Let us translate the universal truths of BROTHERHOOD into positive action in every city and town in America!

Join the BROTHERHOOD WEEK TEAM
Pitch in and help NOW

Brotherhood Week Committee

Honorary Chairman ..... Dwight D. Eisenhower
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Mass Communications Harold E. Fellows
Radio ..... Adrian Murphy
Television ..... Sylvester L. Weaver Jr.
Amusement Industry ..... John H. Harris

BROTHERHOOD *is giving to others the rights and*

The purposes of BROTHERHOOD WEEK are:

1. To give people an opportunity to re-dedicate themselves as individuals to the basic ideals of respect for people and human rights which are essential to our way of life.

2. To dram
understa

3. To enlis
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s and respect we want for ourselves . . .

To dramatize the practical things which people can do to promote an understanding and realization of these ideals.

To enlist the support of a larger number of people in year-round activities to build brotherhood.

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

381 Fourth Avenue • New York 16, N. Y.

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918 Orange Street

WORLD BROTHERHOOD
37 Quai Wilson, Geneva, Switzerland—Willard Johnson, *Director*

CANADIAN COUNCIL OF CHRISTIANS AND JEWS
221 Victoria St., Toronto, Canada—Richard D. Jones, *Director*

HAWAII CHAPTER, WORLD BROTHERHOOD
P. O. Box 3106, Honolulu 2, Hawaii—William A. Shimer, *Director*

For a bibliography of materials and films or for help in planning your program

WRITE OR PHONE YOUR NEAREST NCCJ OFFICE

EIGHTH

ANNUAL

BROTHERHOOD DINNER

Tuesday, February 22, 1955

Mitten Hall Temple University

6:00 P. M.

Sponsored by

UNIVERSITY RELIGIOUS COUNCIL

Assisted by

Other Temple University Organizations

BROTHERHOOD DINNER

Louis C. Marsh, Toastmaster

6:00 P.M.

AMERICA ---------- All Sing

INVOCATION ---------- Rev. Robert S. Harris
Adviser, Canterbury Club

DINNER

SINGING BY ALL --------- Elaine I. Brown, Director
Fellowship House Choir

INTRODUCTION OF GUESTS ---------- Judy Barnett
Gerry Wilson
Co-chairmen, Brotherhood Week

WORDS AND GREETINGS FROM

The University ---------- Vice President,
Wm. W. Tomlinson

The Council of Religious Advisers
Mr. Richard Gelwick, Adviser
University Christian Movement

SPECIAL MUSIC - Philadelphia Fellowship House Choir
Elaine I. Brown, Director

Alleluia ---------- Thompson
Hashkivenu ---------- Helfman
Psalm 150 ---------- Franck

SPEAKERS ----------
Chuck Wrigh
Betty Ann Tabl
Martin -- Dr. D.
Dr. Earl E.
Temple University

SPECIAL MUSIC

He's Got the World in His
Skip to my Lou ----------
El Yivneh Hagalil --------

PRESENTATION ----- President, U
Council

Human Service Av

to

Edward R. Murr

RESPONSE on behalf of Mr. Murro

BENEDICTION ----------
Director

------- Panel of Americans
k Wright, Zigrida Zeltins,
nn Tabb, Carol Kanig, Joan
Dr. D. Webster, Moderator
arl E. Elder, Co-ordinator
rsity Religious Activities

in His Hand ------ Merritt
---------- arr. Wilson
---------- Chajes

dent, University Religious
il

vice Award

to

R. Murrow

. Murrow ---- Charles Shaw
Director, WCAU News

------- Rabbi Shalom Segal
irector, Hillel Foundation

RESOLUTION

of the

UNIVERSITY RELIGIOUS COUNCIL

The University Religious Council at Temple University, cognizant of the selfless devotion of human beings to their fellowmen in terms of understanding, brotherhood, and humanitarianism, do hereby establish a HUMAN SERVICE AWARD to be presented annually during Brotherhood Week to a distinguished personality in recognition of his or her noble endeavors.

To

EDWARD R. MURROW

for his constant, meaningful and devoted effort on behalf of human relations, understanding of religious values and community living, thereby creating a more wholesome environment for our society.

Temple University NEW

Vol. XXXI V—No. 49 PHILADELPHIA, MONDAY, FEBRUARY 21, 1955

Religious C
To Honor M

Eric Sevareid, CBS Washington news correspondent, once wrote of him, "He is a complex of strong, simple faiths and refined, sophisticated intellectual processes—poet and preacher, sensitive artist and hard-bitten, poker-playing diplomat."

The CBS newsman was speaking of one of his colleagues—Edward R. Murr

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Price 3 Cents

s Council
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R. Murrow, CBS news director.

Tomorrow evening the University Religious Council will honor Mr. Murrow for his "effort on behalf of human relations." He will be presented the fourth annual Human Service Award at the University's Brotherhood Dinner at 6 p.m. in Mitten Hall Auditorium.

Mr. Murrow is currently traveling in Europe, and the award will be accepted in his behalf by Charles Shaw, WCAU news director.

Another feature of the annual dinner will be the initial appearance of the Panel of Americans. A Jew, a Negro, a Protestant, a Catholic and a second-generation American will participate in the panel discussion. Carol Kanig and Betty Ann Tabb, both Teachers '55; Charles Wright, Business '55; Joan Martin, graduate student, and Zigrida Zeltins, Arts '55, will represent the various sects.

The evening will also mark the traditional appearance of the Fellowship Choir, directed by Mrs. Elaine Brown, associate professor of music.

Other highlights of the dinner include an address by Dr. Earl Elder, religious activities coordinator; community singing and introductions of guest chaplains and student leaders from colleges in the Philadelphia area.

Toastmaster of the evening will be Louis Marsh, Arts '56, president of URC. Co-chairmen of Brotherhood Week are Geraldine Wilson, Teachers '55, and Judy Barnet, Teachers '56.

Temple University NEWS

Vol. XXXIV–No. 46 PHILADELPHIA, MONDAY, FEBRUARY 14, 1955 Price 3 Cents

URC Ticket Sales Commence For Brotherhood Banquet

Tickets for the annual Brotherhood Dinner, Feb. 22, go on sale today for $1.50 in Mitten Hall foyer and in the Office of Student Personnel.

To climax the University's celebration of Brotherhood Week, the University Religious Council, directed by Dr. Earl Elder, religious activities coordinator, will present the Human Service Award to Edward R. Murrow, CBS news director, at the dinner.

Another feature of the Brotherhood dinner will be a panel discussion by a Jew, a Negro, a Protestant, a Catholic and a second generation American. The discussion, sponsored by the Panel of Americans, will be moderated by Dr. David Webster, acting dean of men.

Mr. Murrow will be presented the Human Service Award for his "constant . . . effort on behalf of human relations . . ."

Since Mr. Murrow is currently traveling overseas, Charles Shaw, WCAU announcer, will receive the award in his behalf.

The citation previously has been awarded to entertainers Ed Sullivan and Eddie Cantor and Marjorie Penney, director of Philadelphia's Fellowship House.

Temple

Vol. XXXIV–No. 47

le University NEWS

PHILADELPHIA, WEDNESDAY, FEBRUARY 16, 1955

Price 3 Cents

Murrow Selected to Receive University Service Award

Brotherhood will achieve its goal of racial and religious unity next Tuesday evening when the University Religious Council will combine forces with student service organizations to present the annual Brotherhood Dinner at 6 p.m. in Mitten

EDWARD R. MURROW

Hall Auditorium.

The dinner, a climax of Brotherhood Week activities at the University, will reach its highpoint when Edward R. Murrow, CBS news director, will receive the fourth annual Human Service Award.

Murrow to be Cited

Mr. Murrow will be presented the citation for his "constant meaningful and devoted effort on behalf of human relations, understanding of religious values and community living, thereby creating a more wholesome environment for our society."

Charles Shaw, WCAU news director will receive the award in Mr. Murrow's behalf since he is currently traveling abroad.

Fourth Citation

Originated three years ago to recognize the efforts of persons active in promoting brotherhood and inter-faith understanding, the citation has previously been awarded to entertainers Ed Sullivan and Eddie Cantor, and Marjorie Penney, director of Philadelphia's Fellowship House.

The evening will also mark the initial appearance of the Panel of Americans at a Brotherhood Dinner. A Jew, a Negro, a Protestant, a Catholic and a second generation American will represent the panel.

Carol Kanig, Betty Ann Tabb, both Teachers '55; Charles Wright, Business '55; Zigrida Zeltins, Arts '55 and Joan Martin, graduate student also of the Office of Student Personnel, will be the participants in the panel discussion.

Community Singing

Other highlights of the dinner include community singing, introduction of guest chaplains and student leaders from colleges in the Philadelphia area and choral selections by the Fellowship Choir, directed by Mrs. Elaine Brown, associate professor of music.

Dr. Earl Elder, religious activities coordinator, will also speak. Toastmaster of the evening will be Louis Marsh, Arts '56, president of URC.

Co-chairmen of Brotherhood Week are Geraldine Wilson, Teachers '55, and Judy Barnet, Teachers '56.

Temple University NEWS

Vol. XXXIV—No. 48 PHILADELPHIA, FRIDAY, FEBRUARY 18, 1955 Price 3 Cents

WCAU Director to Accept Service Award for Murrow

Edward R. Murrow, CBS news director, will receive the fourth annual Human Service Award at the Brotherhood Dinner Tuesday at 6 p.m. in Mitten Hall Auditorium.

The award is being presented to Mr. Murrow for his "effort on behalf of human relations, understanding of religious values and community living, thereby creating a more wholesome environment for our society." It will be accepted by Charles Shaw, WCAU news director, as Mr. Murrow is currently traveling abroad.

The dinner, co-sponsored by the University Religious Council and student service organizations, is a climax of Brotherhood week activities at the University. Today is the last day to purchase tickets.

Started 3 Years Ago

The citation, originated three years ago to honor persons active in furthering brotherhood and interfaith understanding, has been presented to Ed Sullivan, Eddie Cantor and Marjorie Penney, director of Philadelphia's Fellowship House.

The Panel of Americans, consisting of a Jew, a Negro, a Protestant, a Catholic and a second generation American, will make their first appearance at a Fellowship Dinner. Carol Kanig and Betty Ann Tabb, both Teachers '55; Charles Wright, Business '55; Zigrida Zeltens, Arts '55, and Joan Martin, graduate student, will participate in the panel discussion.

Guest Chaplains Introduced

Guest chaplains and student leaders from other colleges in the Philadelphia area will be introduced at the dinner. Choral selections by the Fellowship Choir, directed by Mrs. Elaine Brown, associate professor of music, and community singing will highlight the dinner.

Dr. Earl E. Elder, religious activities coordinator, will speak.

SPEAKING FOR FREEDOM

WCAU

city and monument avenues . philadelphia 31, pa. . greenwood 7-8300

February 18, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

I am prepared to step up when your name is called next Tuesday, and accept the Human Service Award from Temple University's Religious Council in your behalf. I shall say something about your service to humanity and your belief in brotherhood (because this will be in connection with Temple's observance of Brotherhood Week).

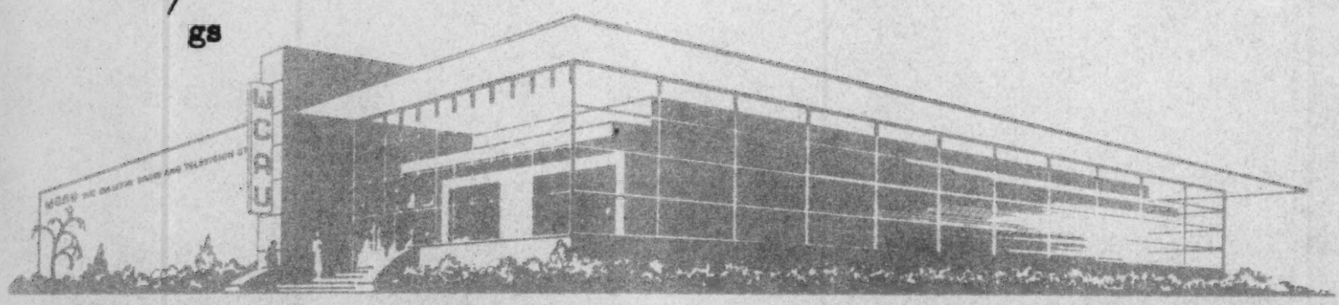
I shall send you a copy of my remarks, along with whatever they give me to give you. I am more honored than I can tell you that you asked me to do this, and I hope that what I say and do will not meet with your disapproval.

Nancy joins me in regards to you, Janet and Casey. By the way, would you have a picture of the three of you?

Sincerely,

Charlie

CS/
gs



Awards

February 2, 1955

Dear Dr. Johnson:

Please pardon the delay in answering your very kind letter of January 11th.

It has been a little difficult to locate a suitable person who would be available to represent me at your annual Brotherhood Dinner on February 22nd. However, it now seems that my old friend and valued colleague, Charles Shaw, is available and would be happy to receive the Award on my behalf. I am sure that you will find him a very pleasant guest.

You were kind enough to say that you would forward all details of the dinner to my designated representative. Mr. Shaw's address is WCAU, Philadelphia.

I shall be most happy to receive a few student representatives from your university in order that they may make the personal presentation to me here in New York. My schedule calls for me to make a brief trip abroad at the end of this week, but I will get in touch with you soon after my return in order that we may set a date for the visit of the students.

With many thanks for all your kind consideration,

Sincerely yours,

Dr. Robert L. Johnson, President
Temple University
Philadelphia 22, Pennsylvania

fc

Awards.

Pelee.

February 1, 1955

Dear Dr. Johnson:

Please pardon the delay in answering your very kind letter of January 11th.

It has been a little difficult to locate a suitable person who would be available to represent me at your annual Brotherhood Dinner on February 22nd. However, it now seems that my old friend and valuable colleague, Charles Shaw, is available and would be happy to receive the Award on my behalf. I am sure that you will find him a very pleasant guest.

You were kind enough to say that you would forward all details of the dinner to my designated representative. Mr. Shaw's address is WCAU, Philadelphia.

I shall be most happy to receive a few student representatives from your university in order that they may make the personal presentation to me here in New York. My schedule calls for me to make a brief trip abroad at the end of this week, but I will get in touch with you soon after my return in order that we may set a date for the visit of the students.

With many thanks for all your kind consideration,

Sincerely yours,

Dr. Robert L. Johnson, President
Temple University
Philadelphia 22, Pennsylvania

fe

TEMPLE UNIVERSITY
PHILADELPHIA 22, PA.

OFFICE OF THE PRESIDENT

Charlie Shaw - Yes

January 11, 1955

Dear Mr. Murrow:

We regret that you are unable to be present for our annual Brotherhood Dinner, February 22, however, we fully understand the reasons for your absence, as stated in your letter of January 5.

We are pleased that you are willing to accept our "Human Service Award" for 1955. It would give us great pleasure if Mrs. Murrow were able to attend the Dinner and accept the award in your name. If, however, that is not possible, we shall appreciate it if you will designate some person, a personal friend or a representative from Columbia Broadcasting System to be present for this purpose. After receiving the name of your representative we shall forward to him or her all details of the dinner.

In addition to presenting the award at our dinner on February 22nd, a few student representatives from our university would like to make the personal presentation to you in New York. We sincerely hope that this will be possible and that some arrangement can be made so there will be a public recognition of this honor which we believe you so richly deserve.

Due to the many arrangements still to be made, we are anticipating an immediate reply.

Cordially yours,

Robert L. Johnson

Robert L. Johnson, President

Millard E. Gladfelter

Millard E. Gladfelter, Provost

(Miss) Judith P. Barnett

Judith P. Barnett, Secretary,
University Religious Council

Earl E. Elder

Earl E. Elder, Coordinator of
Religious Activities

Louis C. Marsh

Louis C. Marsh, President,
University Religious Council

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Eug. Doz.

January 5, 1955

Dear Dr. Johnson:

Many thanks for your kind letter of January 4th.

I am indeed flattered to know that you would like to present to me a "Human Service Award" and it is with the deepest regret that I must tell you that it is not possible for me to attend your annual Brotherhood Dinner.

Please do not regard this as any lack of appreciation on my part. The fact is that the pressure of my radio and television schedule this season has increased to the point where I have been forced to decide not to accept any engagements other than those to which I committed myself at the start of the season.

Thank you again.

Sincerely yours,

Dr. Robert L. Johnson, President
Temple University
Philadelphia 22, Pennsylvania

fc

TEMPLE UNIVERSITY
PHILADELPHIA 22, PA.

OFFICE OF THE PRESIDENT

January 4, 1955

Dear Mr. Murrow:

As a part of our own observance of Brotherhood Week here at Temple University, Philadelphia, during the week of February 21st thru 25th, we, the students of the University Religious Council are planning our annual Brotherhood Dinner, to be held during that week. This dinner is the highlight of the week's activities at which students of all creeds and races are invited to participate. While we endeavor to practice the true meaning of brotherhood in our daily life, we found that this annual observance of Brotherhood Week has effected greater understanding among all races and creeds here at Temple University.

It is our custom to present a "Human Service Award" annually to a distinguished personality who, in the students' judgment, has contributed selflessly and with extreme devotion to humanitarian efforts and interfaith understanding.

We are very happy and proud to advise you that the University Religious Council at Temple University, which is the coordinated cabinet of all religious and cultural activities on our campus, has unanimously selected you to be the recipient of our annual "Human Service Award" for 1955.

It may be of interest to you to know that the previous recipients of this coveted award have been Ed Sullivan, Eddie Cantor and Marjorie Penney.

It is our campus custom to make this presentation to our guest of honor at our annual Brotherhood Dinner. As I previously mentioned, the dinner is to be held during the week of February 21st. We shall be happy to schedule the dinner any evening between Monday, February 21st and Thursday, February 24th, inclusive, to meet your convenience. Mrs. Murrow, of course, is invited to share the honors.

The students at Temple University eagerly anticipate your acceptance of this award and trust that you will arrange your itinerary to join us at this affair and accept personally our profound gratitude for your service to humanity. We are enclosing a copy of the citation which, we are sure, would be of interest to you.

On behalf of our students, we heartily endorse this presentation and extend to you a cordial invitation to accept this award and join us at our annual Brotherhood Dinner.

Due to the numerous arrangements to be made, an immediate response would be greatly appreciated.

Cordially yours,

Robert L. Johnson
President

Millard E. Gladfelter
Provost

(Miss) Judith P. Barnett

Judith P. Barnett
Secretary
University Religious Council

Earl E. Elder
Coordinator of Religious
Activities

Louis C. Marsh

Louis C. Marsh
President
University Religious Council

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

The engraved citation to be presented to the recipient is described below:

RESOLUTION

UNIVERSITY RELIGIOUS COUNCIL

The University Religious Council at Temple University, cognizant of the selfless devotion of human beings to their fellowmen in terms of understanding, brotherhood and humanitarianism, do hereby establish an HUMAN SERVICE AWARD to be presented annually during Brotherhood Week to a distinguished personality in recognition of his or her noble endeavors.

The Award shall include the citation:

"For his (or her) constant, meaningful and devoted effort on behalf of human relations, understanding of religious values and community living, thereby creating a more wholesome environment for our society."

State of Tennessee

Nov. 19, 1957

THE STATE OF

By His Excel

FRANK G. CL

Governor

Greetings: *Be it hereby known to a*

EDWARD R. M

in recognition of outstanding qualities which merit
of the great Volunteer State, has been accorded the

Honorary Citizen of the Sta

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merit the highest esteem of the citizens
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der my hand and the Seal of the State of
e, *this the* 19th *day of* NOVEMBER, *in the*

*year of our Lord, 19*57

Frank G Clement

Governor

USS Ernest G. Small
Jan. 18, '55

January 18, 1955

Dear Commander Mugg:

Very many thanks to you and the crew of the U.S.S. Ernest G. Small for sending me the ashtray and the rating.

The ashtray is on my desk and the liberty pass is with my other valued credentials.

Many thanks again and with all best wishes,

Sincerely,

Commander R.D. Mugg
U.S.S. Ernest G. Small (DDR-838)
c/o Fleet Postmaster
San Francisco, California

fs

ARMED FORCES LIBERTY PASS	SERVICE Civilian	DATE ISSUED 23 DEC 54
LAST NAME—FIRST NAME—MIDDLE INITIAL MURROW, Edward R.		CARD NO. 444
SERVICE NO. 333 33 33	GRADE—RATE BOSS	
ORGANIZATION—INSTALLATION—BASE USS ERNEST G. SMALL (DDR838)		
TIME LIMITS REGULAR LIBERTY HOURS		
SIGNATURE AND GRADE OF ISSUING OFFICER M. C. CRITTENDEN, LCDR, USNR		

DD(N)-345 1 April 1950 16—63060-1 GPO

U.S.S. ERNEST G. SMALL
DDR-838

THIS IS TO CERTIFY THAT Edward R. MURROW CBS
IS NOW AND HENCEFORTH AN HONORARY MEMBER OF THE CREW OF THE USS ERNEST G. SMALL (DDR 838) AND IS ENTITLED TO ALL RIGHTS AND PRIVILEGES AS DEFINED BY MCMXLVII OF THE ARTICLES FOR THE GOVERNMENT OF THE NAVY.

R. D. Mugg
R.D. MUGG CDR USN
COMMANDING OFFICER

Awards -
Crandall. Conf.
Variety Showmanship

March 2, 1955

Dear George:

Edward R. Murrow has never won a VARIETY SHOWMANSHIP AWARD for RADIO NEWS. (In 1952 he received such an award for his "See It Now" television program.)

It seems to me that he should now be considered for an award, not only for his years of matchless radio reporting, but also for the major part he played in establishing CBS' worldwide news organization, and through that organization, in setting up and maintaining the high standards which characterize network radio news broadcasting today.

Since 1938 Edward R. Murrow has maintained a consistently high level of reporting that has never been excelled or equalled, as far as I am aware. If radio news has believability and acceptance with the American public today, Edward R. Murrow deserves much of the credit.

If, as the seers say, radio network broadcasting will continue to prosper on the twin cornerstones of music and news, the program "Edward R. Murrow With The News" surely must be a beacon of encouragement to others.

With all of the stress and strain of his other activities, it must be difficult for Murrow to keep up his standard of radio excellence, five days a week. Yet it would be even more difficult for a man of his integrity to relax those standards. Being a conscientious man, a "bleeder," he works long hours to make his nightly quarter-hour radio programs an oasis of calm objectivity in the midst of headlong times. That he has succeeded admirably would appear to me to be self-evident, and a great tribute to him.

In September of 1947, when Ed Murrow resumed his radio broadcasts after having served a time with distinction as an executive, he said:

> "I should like to say a personal word about this series of broadcasts. Perhaps the best way to do it is to read you a paragraph from my contract. It says there that news programs are broadcast 'solely for the purpose of enabling the listeners thereto to know facts - so far as they are ascertainable - and so to elucidate, illuminate and explain facts and situations as fairly to enable the listener to weigh and judge for himself.

"'In other words: Columbia endeavors to assist the listener in weighing and judging developments throughout the world, but refrains particularly with respect to all controversial, political, social and economic questions from trying to make up the listener's mind for him.

"'News periods therefore should be devoted to giving the facts emanating from an established news gathering source, to giving all the color in the proper sense of the word and interest without intruding the views of the analyst. The news analyst further can and very often should give as much light as possible on the meaning of events.

"'In other words: the news analyst should not say that they are good or bad in his opinion but should analyze their significance in the light of known facts, the results of similar occurences and so on. And in this he, of course, should always be fair. He is fully entitled to give and should give the opinions of various persons, groups or political parties when these are known, leaving the listener to draw his own conclusions after he has been as well as possible informed about the event, its meaning, the attitude of persons or groups toward it and the known results of similar things in the past.'

"Now that's pretty complicated language - the kind that lawyers like to write. My own interpretation of it is that this program is not a place where personal opinion should be mixed up with ascertainable facts. We shall do our best to identify sources and to resist the temptation to use this microphone as a privileged platform from which to advocate action. It is not I think humanly possible for any reporter to be completely objective for we are all to some degree prisoners of our education, travel, reading, the sum total of our experience. And we shall try to remember that the mechanics of radio which make it possible for an individual voice to be heard throughout the entire land do not confer great wisdom or infallibility on that individual.

"It is unwise to predict what will happen on a news program because that will be determined by the nature of the news. But I think it safe to say that no considerable amount of time will be devoted to news originating in divorce courts and maternity wards.

"There is another thing that should be made clear at the outset. This is not a one-man show. It enjoys the support and active cooperation of radio's best news gathering organisation. From time to time you will hear my colleagues - both in this country and abroad. And believe me, it's a privilege to be working with them again. Being human we will probably make mistakes and the only thing that can be said about that in advance is that we shall do our utmost to be the first to correct them."

In calling your attention to Edward R. Murrow's achievements in the field of radio news, I am merely suggesting that you consider applauding one who has conducted himself with such distinction and humility under the spotlight's glare.

With all best regards.

Yours,

GC

George Crandall

Mr. George Rosen
Radio-Television Editor
Variety
154 West 46th Street
New York, New York

cc: Mr. Edward R. Murrow

opinion death

Awards.

CBS MEMORANDUM

Mrs Murrow.
Dear Janet:
The marked portions of pages 4 + 5 will interest you.
Jim
11/30/66

FROM: Mr. Meade
TO: OFFICERS AND DEPARTMENT HEADS OF CBS, CBG, CCG AND DIVISIONS
DATE: November 30, 1966

Sigma Delta Chi has designated CBS News an "Historic Site in Journalism" and this morning a plaque commemorating this honor is being unveiled at the 530 W. 57 St. entrance of the CBS Broadcast Center. The following citation appears on the plaque:

CBS NEWS

This plaque cites the achievements of CBS News, pioneer-founder of broadcasting's first independent news system, and distinguished chronicler of domestic and international developments. Cited as symbols of CBS News are Edward R. Murrow and H. V. Kaltenborn, who helped set the organization's high standards for continuing excellence.

At a luncheon meeting of Sigma Delta Chi this afternoon official cognizance of the presentation will be taken by Mr. Robert M. White II, International President of the Society. Mr. Paley will respond in behalf of CBS and CBS News. The full text of his remarks is attached.

CBS Columbia Broadcasting System, Inc.
51 West 52 Street
New York, New York 10019
(212) 765-4321

Remarks by William S. Paley

Chairman, Columbia Broadcasting System, Inc.

Sigma Delta Chi Luncheon

New York, November 30, 1966

distance and time so that London and Paris, Burma and the Philippines, could be brought into American living rooms -- and brought instantly.

But over and above this magic, broadcasting had enormous potential as a news medium. The two great and pioneering men you have cited today -- H. V. Kaltenborn and Edward R. Murrow -- were among the first to fulfill this promise. Each, in his own way, made the most of the unique qualities of radio. Each, too, in the greatest traditions of your profession, was not content merely to chronicle events but insisted on searching out the meaning behind them.

All during the rise of Hitler and his ominous grinding across central Europe, Kaltenborn was pounding away at the hidden significance of events. It was Kaltenborn, more than any other commentator, who first made radio a widely popular instrument for the analysis as well as the transmission of news. During the Munich crisis of 1938, his memorable staccato voice became familiar to the entire nation, and his analysis of the news became a national preoccupation.

The long, productive life of H. V. Kaltenborn was an impressive bridge between printed journalism and broadcast journalism. A career of nearly a quarter of a century on the old Brooklyn Eagle preceded, and for a time overlapped, his dramatic and even longer career on radio. In contrast, Edward R. Murrow was wholly of broadcasting, bringing to it his exceptional insights and talents, his passion for perfection and, above all, his inflexible integrity as a reporter.

The power, the depth and the perception of Ed's wartime broadcasts from England made him an institution among the British people. Most United States officials coming to London during the war made Murrow their first stop and his briefing their first order of business.

In London in 1941, before we were in the war, Ed steered me from Cabinet Member to Cabinet Member. Each one had an unmistakable respect and affection for Ed. They appreciated how well their war-torn country was being interpreted to America in Ed's dramatic broadcasts often from rooftops during air raids; and they admired and liked Ed as a man. In those days, many people thought that Ed Murrow was the most important American in London.

Broadcast journalism was scarcely ten years old when Murrow came to it. When he left it, less than twenty-five years later, it had advanced all out of proportion to the passage of the years. Ed Murrow was not only one of its great architects. He was -- and remains -- one of its chief inspirations.

The Lyons Den

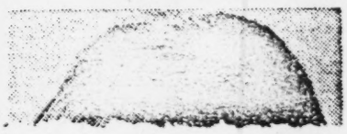
LEONARD LYONS

With his "Funny Girl" productions Ray Stark is paying tribute to his mother-in-law, Fannie Brice. He also paid tribute to Barbra Streisand, who portrayed Miss Brice: "Barbra, the only difference between you and Fannie is that you didn't have your nose bobbed."

The Voice of America's new shortwave transmitter off the Carolina coast, the most powerful in the Free World, will be named for Ed Murrow . . . Andrei Voznesensky, the Soviet poet, contributed his eulogy on Bobby Kennedy to Doubleday's tribute to RFK, "An Honorable Profession" . . . Nelson Rockefeller gave a $5,000 grant to Rosa Covarrubias to help finish her book on Bali. She was wed to the Mexican painter, Miguel Covarrubias.

Richard Nixon spent the weekend at the International Hotel at JFK Airport. Bill Conlan, press aide for the hotel, persuaded Nixon to pose there for his cameraman, Bela Cseh. He spotted his cameraman in the crowd surrounding Nixon and called: "Shoot, Bela, shoot!" . . . Secret Service men quickly rushed in. Conlon agreed to use another word.

In the autobiography he's writing for Knopf, Artur Rubinstein is naming the ladies with whom he's shared affairs. Many were quite famous in their day . . . Prince Rainier wants to buy a small co-op apartment here, for the few days when he and Princess Grace come a-visiting . . . On Oct. 16, the 80th anniversary of Eugene O'Neill's birth, the Players Club will open an exhibit of O'Neill photos. Some have never before been



Awards

UNITED STATES INFORMATION AGENCY
WASHINGTON

OFFICE OF
THE DIRECTOR

September 25, 1968

Dear Mrs. Murrow:

Upon my return from Europe, I heard from Reed Harris the good news that you plan to attend the ceremony on October 3rd in which we will dedicate the world's most powerful short-wave radio transmitting complex to the memory of your late husband. It will be an honor to have you, your son Casey and his wife present.

We plan to hold the ceremony in the alcove in front of the Voice of America Master Control Board in the Health, Education and Welfare Building, 4th and Independence Avenue, Southwest, on that Thursday afternoon. The time will be announced as 3:15 p.m. but we will allow ten minutes for possible late arrivals partly because we understand the schedule may be a little tight for your son. A reception will follow the ceremony.

I plan to speak briefly and to be followed by Dr. Frank Stanton, after which a button will be pushed which will automatically unveil the dedicatory plaque in Greenville, North Carolina, the transmitter site. I hope you will say a few words then in acknowledgement.

As I believe Reed has told you, we are inviting members of Congress and Government officials to the ceremony and have sent invitations to the persons you suggested. If you want additional information on any aspect of the ceremony, please do not hesitate to call me or Reed at any time.

I look forward with pleasure to greeting you on October 3rd.

With all best wishes.

Sincerely,

Leonard H. Marks
Director

Mrs. Edward R. Murrow
Glen Arden Farm
Pawling, New York 12564

American Film Festival - T. Awards.

Press Information
485 Madison Ave., New York 22, N.Y.

April 6, 1959

AMERICAN FILM FESTIVAL HONORS CBS TELEVISION NETWORK'S
"THE LADY FROM PHILADELPHIA" AND "CLASS OF '58"

Two CBS Television Network programs, "The Lady From Philadelphia," story of Marian Anderson's Asian concert tour, and "Class of '58," a study of American high school education, won American Film Festival honors at that organization's awards dinner at New York's Statler Hilton Hotel Friday night (April 3).

"The Lady From Philadelphia," a presentation of the "See It Now" series, was judged the best film in the field of international relations. It was produced by Edward R. Murrow and Fred Friendly and was originally broadcast December 30, 1957.

"Class of '58," a program of "The Twentieth Century" series, was cited as the best film in the field of education and child development. It was produced by Stephen Fleischman and was broadcast March 23, 1958.

More than 500 films from the fields of education and information, art and culture, religion and ethics, business and industry and health and medicine were entered in the film competition. The American Film Festival is sponsored by the Educational Film Library Association.

* * *

The President and Trustees of the Americ
Scandinavian Foundation take pleasure in informi

EDWARD R. MURROW

that he has been appointed a honorary fellow of the Foundati

Peter Strong
Secretary

Raymond Ge
Pres

New York City Aug. 21, 1959

merican
orming

dation.

Dunett
President

American Scandinavian
Foundation
Aug 21, 1959

Belgian Embassy
Jean Bassompierre
May 9, 1959

August 25, 1959

Dear Mr. Bassompierre:

Many thanks for your kind letter of August 14th enclosing the citation and the chancery document. I am returning the chancery document as requested.

Sincerely yours,

Mr. Jean de Bassompierre
Belgian Embassy
3330 Garfield Street, N.W.
Washington 8, D. C.

gw
encl.

BELGIAN EMBASSY
3330 GARFIELD STREET, N. W.
WASHINGTON 8, D. C.

Washington, August 14, 1959.

2 enclosures.

Dear Mr. Murrow:

Please find enclosed the citation and the chancery document pertaining to the decoration which was bestowed upon you at the time of His Majesty King Baudouin's visit to the United States.

I would be grateful if you would kindly fill in the chancery document and return it to me so that I can forward it to the appropriate authorities.

Yours sincerely,

Jean de Bassompierre
Chargé d'Affaires a.i.
of Belgium

Mr. Edward R. MURROW
c/o C.B.S.
485 Madison Avenue
NEW YORK, N.Y.

Baudouin, Roi des Belges,

A tous, présents et à venir, Salut.

Voulant donner un témoignage de Notre bienveillance à M. Edward-R. MURROW, commentateur de la Radio et de la Télévision américaine;

Sur la proposition de Notre Ministre des Affaires étrangères,

NOUS AVONS ARRÊTÉ ET ARRÊTONS :

Article 1. — M. Edward-R. MURROW est nommé officier de l'Ordre de Léopold.

Il portera la décoration civile.

Article 2. — Il prendra rang dans l'Ordre à dater du 9 mai 1959.

Article 3. — Notre Ministre des Affaires étrangères, ayant l'administration de l'Ordre, est chargé de l'exécution du présent arrêté.

Donné à Bruxelles, le 23 juillet 1959.

(S.) BAUDOUIN.

PAR LE ROI :

Le Ministre des Affaires étrangères,

(s.) P. WIGNY.

CERTIFIÉ CONFORME :

Le Fonctionnaire Délégué
au Ministère des Affaires étrangères,
et du Commerce extérieur,

MINISTERE DES AFFAIRES ÉTRANGÈRES ET DU COMMERCE EXTÉRIEUR

Award

May 29, 1959

Dear Baron Silvercruys:

Many thanks for your cordial note of May 22nd.

I was deeply honored to receive the Award bestowed upon me by His Majesty King Baudouin, and particularly pleased to have received it at your hand.

Thank you for making this such a memorable occasion for me.

With all good wishes.

Sincerely yours,

Baron Silvercruys
Ambassador of Belgium
Belgian Embassy
3330 Garfield Street, N. W.
Washington 8, D. C.

mc

BELGIAN EMBASSY
3330 GARFIELD STREET, N. W.
WASHINGTON 8, D. C.

Washington, May 22, 1959.

Dear Mr. Murrow:

Allow me to convey the renewed expression of my pleasure at having presented you the award recently bestowed upon you by His Majesty King Baudouin.

The chancery documents of this distinction will be forwarded to you at a later date.

Please accept my warmest congratulations and believe me,

Yours Sincerely,

Silvercruys

Baron Silvercruys
Ambassador of Belgium

Mr. Edward R. MURROW
c/o C.B.S.
485 Madison Avenue
New York, N.Y.

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

Awards

May 18, 1959

BELGIAN KING HONORS MURROW AND SEVAREID

Decorations by King Baudouin I of Belgium were conferred upon CBS News Correspondents Edward R. Murrow and Eric Sevareid in Washington, D.C., last week.

The presentations were made by Baron A. Silvercruys, Belgian Ambassador to the United States.

Mr. Murrow was decorated as Officer of the Order of Leopold.

Mr. Sevareid was decorated as Officer of the Order of the Crown.

The reporters were cited for outstanding contributions to the understanding of foreign affairs.

* * *

Award

Press Information
485 Madison Ave., New York 22, N.Y.

May 19, 1959

EDWARD R. MURROW AND ERIC SEVAREID
HONORED BY BELGIAN GOVERNMENT

CBS News Correspondents Edward R. Murrow and Eric Sevareid have been honored by the government of Belgium for their contributions in the field of understanding of foreign affairs, it was announced today.

Mr. Murrow was named an Officer of the Order of Leopold and Mr. Sevareid was named an Officer of the Order of the Crown.

The decorations were accepted in person from Baron Silvercruys, Belgian Ambassador to the United States, in a ceremony at the Chancery of the Belgian Embassy in Washington, D. C. Both decorations were presented in the name of King Baudouin I of Belgium, who is currently in the United States on a goodwill visit.

* * *

Elks Lovejoy Award Awards

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. R. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

1201
1958 MAY 5 PM 11 32

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

PB033

1958 MAY 5 PM 11 32

WM69 W W WYE111 NL PD=GP WASHINGTON DC 5=
HON EDWARD R MURROW=
COLUMBIA BROADCASTING CO 485 MADISON AVE NYK=

CONGRAGULATIONS FOR HAVING BEEN CHOSEN THE RECIPIENT OF THE ELKS LOVEJOY AWARD FOR 1958. I FEEL YOU ARE MOST DESERVING FOR THE FINE THINGS YOU HAVE DONE FOR MINORITY PEOPLE. THIS GREAT HONOR COULD NOT HAVE BEEN GIVEN TO A MORE DESERVING PERSON. SINCERELY=
JUDGE WILLIAM C HUESTON GRAND SECRETARY OF ELKS= .

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Emmy Award

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

replied 2 sept

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PETER COTT
Executive Director

August 8, 1966

Mrs. Edward R. Murrow
C/O Mr. James M. Seward
CBS Radio
51 West 52nd Street
New York, New York 10019

Dear Mrs. Murrow:

We are happy to send you the enclosed Trustee Award Citation, which includes the full wording designated by the Trustees of the National Academy for the award to your late husband.

I understand from Jim that he will be presenting the Emmy Award Statuette and the enclosed Citation to you this Wednesday.

Please accept our warmest congratulations and regards.

Sincerely,

THE NATIONAL ACADEMY OF
TELEVISION ARTS AND SCIENCES

Pete Cott

Peter Cott
Executive Director

PC:em

54 WEST 40th STREET • NEW YORK, NEW YORK 10018 • TELEPHONE: (212) 244-4570
7188 SUNSET BOULEVARD • HOLLYWOOD, CALIFORNIA 90046 • TELEPHONE (213) 467-5115

The National Academy of Television Arts and Sciences
Emmy Award Presentation
May 22, 1966

MR. HUNTLEY:

For forty years, broadcasting - first radio and then television - has bred men whose wit, intelligence, insight and personal magnetism have literally filled the air and made us all look with a clearer eye and listen with a more attentive ear.

The annals of journalism are filled with tales of men of courage whose integrity, whose commitment to the search for truth and whose devotion to its revelation have made this land of ours truly a democracy.

It was given to one man, however, to bring together these highest qualities of broadcasting and journalism so that he became a symbol to colleagues and the public alike of the complete broadcast journalist.

He was born, it seems, with a deep-rooted fundamental belief in the rights of man - individually and collectively. And as a reporter - whether of the issues and events of the Second World War from Great Britain; the problems and inequities experienced by the migrant worker, the fettered scientist or the underpaid and under-rated educator here at home; or of the corrosive tyranny of the McCarthy era which he exposed and so helped bring to an end - he exemplified the courage, the sensitivity and the devotion to truth and duty to which all free men aspire.

For all of these reasons the Trustees of the National Academy of Television Arts and Sciences - with the keenest regret that he is no longer here to shed his light and to accept this honor - present a very special award to: Edward R. Murrow.

Accepting the Trustees Award at the request of Mrs. Murrow and her son, who could not be with us, Mr. Richard C. Hottelet, a long time friend and CBS News United Nations correspondent.

MR. HOTTELET:

Style and skill and devotion to the reporter's craft -- these Ed Murrow had in abundance. But his greatest quality was rugged jagged integrity. He was the same thing to all men. He was a man for all seasons. This is the quality to which you pay tribute with your award tonight. It honors him. It honors his friends and colleagues who work by the standard he set. It honors you in giving it. I accept it happily for Janet and Casey Murrow.

Emmy Award Eng Dec. Awards

CEIVED

959 APR 15 PM 2:47

C B S TELETYPE ROOM N

WU013 DL PD AR

NEWYORK NY APR 15 NFT

EDWARD R MURROW CBS

THE BOARD OF TRUSTEES OF THE NATIONAL ACADEMY OF TELEVISION
~~AE~~ ARTS AND SCIENCES EXTENDS ITS HEARTIEST CONGRATULATIONS TO YOU
ON BEING NOMINATED FOR AN EMMY AWARD IN THE CATEGORY OF
BEST PUBLIC SERVICE PROGRAM OR SERIES FOR SMALL WORLD
YOU AND YOUR GUEST ARE INVITED TO JOIN US AT THE AWARDS TELECAST
MAY SIXTH AT THE ZIEGFELD THEATRE SIXTH AVENUE AND 54 STREET FROM
NINE TO ELEVEN THIRTY PM EST FOR THE AWARDS PRESENTATIONS AND
TELECAST. PLEASE CONTACT THE ACADEMY OFFICE BY TELEPHONE
JUDSON 63833 TO TELL US WHETHER YOU WILL BE PRESENT AND IF NOT
TO TELL US WHO WILL APPEAR TO ACCEPT FOR YOU IN THE EVENT YOU
ARE THEAWARD WINNER, SINCERELY
HARRY ACKERMAN PRES

232P

63833.

Put off Tour - I phoned

Awards

ECEIVED
1959 APR 15 AM 11:53
C B S TELETYPE ROOM N.

WU006 PD

NEWYORK NY APR 15 1117A

EDWARD R MURROW CBS

THE BOARD OF TRUSTEES OF THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES EXTENDS ITS HEARTIEST CONGRATULATIONS TO YOU ON BEING ~~NEN~~ NOMINATED FOR AN EMMY AWARD IN THE CATEGORY OF BEST NEWS COMMENTATOR OR ANALYST PLEASE CONTACT THE ACADEMY OFFICE BY TELEPHONE JUDSON 63833 TO MAKE ARRANGEMENTS TO ATTEND THE AWARDS CEREMONY ON MAY 6TH SINCERELY

HARRY ACKERMAN

1136A

63833 6..

Will be out of town
Telephoned

Emmy Awards

Academy of Television Arts and Sciences

at Washington

A Non-Profit Association Dedicated to the Advancement of Television

4461 CONNECTICUT AVENUE, N.W.
WASHINGTON 8, D. C.
KELLOGG 7-1100

April 21, 1959.

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FRANK SLINGLAND

Mr. Edward R. Murrow,
SMALL WORLD,
CBS News,
485 Madison Avenue,
New York 22, N. Y.

Dear Ed,

As you know, all the "Emmy" awards for news and public affairs programs will be made this year at the dinner to be held by our chapter in Washington, at the Mayflower, Wednesday, May 6. This is our cordial invitation to you, representing one of the programs nominated, to be the guest of the Washington Chapter of the Academy of Television Arts and Sciences on that evening.

Our portion of the awards ceremony will be a part of the program to be televised nationally on NBC from 10 to 11:30 P. M. Vice-President Nixon and other top Washington officials will present the five awards. The National Academy has ruled that recipients of the awards must be in Washington to receive them; they cannot be presented in Washington and received in another city.

Cocktails are at 6:30 in the Chinese Room; dinner at 7:30 in the Grand Ballroom. Black tie.

We want you to bring your lady, of course, and we look forward to hearing from you as soon as possible that you can be with us.

With kindest regards,

Ber

John Secondari,
President, Washington Chapter,
Academy of Television Arts and Sciences.

Hold

Emmy Award: Awards

The National Academy of Television Arts and Sciences

A Non-Profit Corporation Dedicated to the Advancement of Television

200 CENTRAL PARK SOUTH, NEW YORK 19, N. Y.
JUdson 6-3833

9126 SUNSET BOULEVARD, LOS ANGELES 46, CAL.
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HENRY S. WHITE
JANE WYATT

7

April 17, 1958

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Congratulations on winning one of our EMMY Awards!

Would you please be kind enough to fill in the enclosed form and return it to us for our files. It need not be witnessed.

Sincerely yours,

ACADEMY OF TELEVISION ARTS AND SCIENCES

Beverly Sales

Beverly Sales
Administrative Assistant

BS:nn
Enc.

Ret'd form signed by Mr. M.

Phone MArket 2-0335

MEMO PACKING SLIP

DODGE, INCORPORATED

126 SOUTH STREET : : NEWARK 5, N. J.

SHIPPED TO MR. EDWARD R. MURROW,
CBS,
485 Madison Ave.,
New York, N.Y.

per recd.

NO.

DATE 5/26/58

YOUR PURCHASE ORDER NO.

YOUR PROD. ORDER NO.

OUR P. O. NO.

	QUAN.	PART NO.	DESCRIPTION	UNIT PRICE	TOTAL
	1 only		Essy - "Best News Commentary".		

NJ 1361

PER

Foreign Press Assoc
Awards
March 8, 1960

~~LT~~
NORA LAING
TV AWARDS HOLLYWOOD FOREIGN PRESS ASSOCIATION
6715 HOLLYWOOD BLVD
HOLLYWOOD

EDWARD R. MURROW IS NOW ON HIS WAY AROUND THE WORLD AND WE HAVE NOT YET BEEN ABLE TO ADVISE HIM OF THE CONTENTS OF YOUR TELEGRAM DATED FEBRUARY 23 STOP WE KNOW HE WILL BE VERY HAPPY TO HEAR ABOUT THE GOLDEN GLOBE AWARD AND WILL WANT TO THANK YOU FOR THE HONOR CONFERRED UPON HIM STOP UNFORTUNATELY HE WILL NOT BE ABLE TO ATTEND THE AWARD BANQUET ON MARCH 8 SINCE HE IS NOT RETURNING TO THIS COUNTRY UNTIL ABOUT JUNE FIRST

CORDIALLY

KAY CAMPBELL
EXECUTIVE ASSISTANT

514-70
SW

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

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LA505

L LLW199 NL PD AR=TDL HOLLYWOOD CALIF 23= 1960 FEB 23 PM 8 41

ED MURROW =

485 MADISON AVE NYK=

HOLLYWOOD FOREIGN PRESS ASSOCIATION ARE DELIGHTED TO INFORM YOU YOU HAVE BEEN VOTED RECIPIENT OF GOLDEN GLOBE AWARD HONORING YOU FOR MOST COSMOPOLITAN SHOW WITH WIDEST PUBLIC INTEREST 1959. YOU ARE THEREBY CORDIALLY INVITED TO ATTEND OUR GOLDEN GLOBES AWARD BANQUET TO BE HELD AT COCOANUT GROVE, AMBASSADOR HOTEL LOS ANGELES. 7PM TUESDAY MARCH 8 RSVP HOLLYWOOD 9-2185 TO GAIN WIDEST POSSIBLE PUBLICITY ADVANTAGES IT IS

END 1x

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE
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Awards

October 16, 1958

Mr. Edward R. Murrow
C B S
485 Madison Avenue
New York, N.Y.

Dear Ed:

You have heard it before but after our dinner the other night I heard again and again, referring to your participation, - "he couldn't be better."

In many ways our program the other night was outstanding and your contribution to it helped a great deal.

Many thanks.

Cordially yours,

George

George Field

GF:ws

FREEDOM HOUSE AWARD

I cannot presume to speak for the previous recipients of this Award, but I am sure that they will all feel their stature somewhat increased by the addition of the Arkansas Gazette and Harry Ashmore to the list. We are all in good company. He and his colleagues have pricked a public conscience that has become somewhat calloused. What really distinguishes the free world from the totalitarian's is our faith in the freedom of thought and our protection of it. And that faith has been badly mauled in recent years. We have made too little use of the inspiration and the iron to be found in our own history. The mass media, and I specifically include radio and television, have tended to ignore the unpleasant, the uncomfortable, and to forget that the most glorious chapters of our history have been written by the uncompromising.

I would suggest in all seriousness that Harry Ashmore and his colleagues have wrought a miracle, and I choose my definition of a miracle from the Bishop of Beauvais in Bernard Shaw's ST. JOAN - the place where he answers the truculent little English priest who asks him, "What is a miracle?" "A miracle" answers the Bishop, "is any event that

creates faith." The Arkansas Gazette has, for those of us who attempt to disseminate news and information, fortified our faith, made us feel a little more respectable. Even those of us who lack courage are able to recognize and respect it, even at a distance.

This Award is to be presented by one of our nation's most distinguished jurists, who knows both faith and courage as old friends. Few men of our time, on or off the bench, have demonstrated such a combination of patience and fortitude. None has been more deeply aware that it is only the law that protects the citizen from the tyranny of the state. And yet I suspect that Judge Harold R. Medina has derived his greatest satisfaction from teaching.

Jewish War Veterans

January 3, 1958

Dear Mr. Adler:

Bill Carmen has asked me to send the enclosed photograph and copy of the citation for use in "The Jewish War Veteran."

Sincerely yours,

Kay Campbell
Executive Assistant

Mr. Warren Adler
Director of Public Relations
Jewish War Veterans of the U.S.A.
1712 New Hampshire Avenue, N. W.
Washington 9, D. C.

KC:gw
enc.

Awards

January 31, 1958

Dear Mr. Carmen:

Here are the photographs and the copy of the citation you wanted. I am sorry you had to wait so long for them, but with Mr. Murrow as busy as he is, it sometimes takes him a little while to get around to autographing pictures.

I am sure you understand.

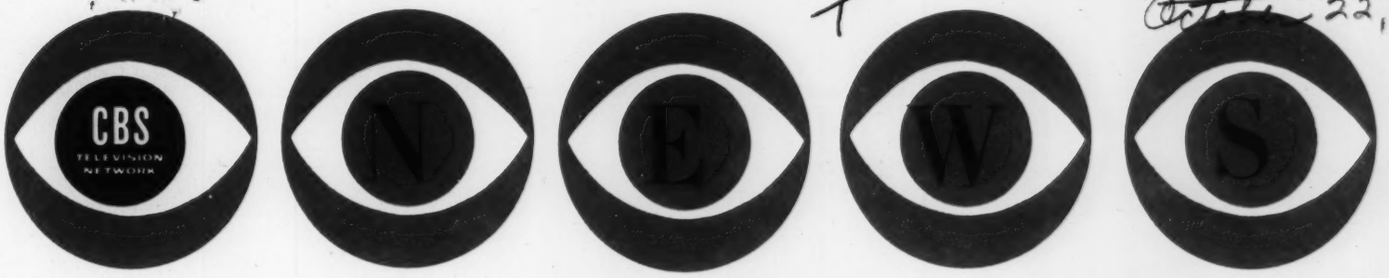
Sincerely yours,

KAY CAMPBELL
EXECUTIVE ASSISTANT

Mr. William Carmen
Carmen Management Company
1330 Beacon Street
Brookline 46, Massachusetts

mcc
enc.

Joint Defense Appeal Awards
October 22, 1958



Press Information
485 Madison Ave., New York 22, N.Y.

October 23, 1958

EDWARD R. MURROW RECEIVES 1958 HUMAN RIGHTS AWARD

CBS News reporter Edward R. Murrow last night (Wednesday) received the 1958 Human Rights Award of the Joint Defense Appeal at a dinner at the Waldorf-Astoria Hotel in New York. The award is given annually for "distinguished achievement in the field of human rights."

The Joint Defense Appeal is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

The Human Rights Award was presented to Mr. Murrow by Barney Balaban, President of Paramount Pictures and National Commissioner for the Anti-Defamation League. Andrew Goodman, president of Bergdorf Goodman presided over the dinner.

* * *

HUMAN RIGHTS AWARD: JOINT DEFENSE APPEAL: OCTOBER 22, 1958.

(Mr M has award)

Madison Avenue, as you are aware, is located in that city of steam, scurry and scamper, where the citizenry acquire ulcers, in the process of going somewhere at great haste, to do something that is wholly unimportant. A strange land, where people are so much concerned with the urgent, that they never get around to the important.

We may possibly agree at the outset that if we on this minor planet are being observed from the moon, the observer must be all-seeing, old, filled with wisdom and discernment; which means that he must agree with my prejudices.

When he views the earth people he must note one obvious fact - the overwhelming majority of them are either black or brown. But the white people do not seem to be aware of this fact; do not realise that they are outnumbered; fail to comprehend that unless they find a method of living and dealing with the colored people in justice, equality and dignity, they are doomed. When the moon watcher sees stones thrown at a colored man in the southern part of our small bit of the planet, he might reflect that the man should have gone to Latin America, because there the throwing of stones at an American citizen would have resulted in the movement of troops and

warships.

Being ageless, the man in the moon will of course remember the time when nations fought their wars over the nature of the Deity; then over pieces of real estate. He would of course remember the carnage of two World Wars - the two efforts at international organization that followed them, and failed. He would recall that tiny pinpoint of light he saw over Hiroshima in 1945, and he would be aware that humans have now devised a method of destroying humanity, and that great nations are feverishly preparing for another war. He might well ask: Do these people learn nothing? Does no wisdom result from suffering? Is mutual suicide inevitable? He would remember the time when the individual had only a musket, a plough and a hoe. It didn't very much matter what he did with them. It might affect the well-being of his immediate family, or his neighbors, but it wouldn't influence society as a whole. Now there is sufficient power in a few hands to terminate our brief history, and the choice may well be between co-existence and no existence at all.

When the man in the moon looks at the United States he will see great wealth, comfort, a generous and capacious land, rich in material things, but worried - a country which in the last ten years has pursued a policy toward

friend and former foe that has been unprecedented and unsordid. And yet that nation is in the process of being isolated. It is losing the leadership of the free world. No nation in history has ever been great unless greatness has been demanded of it by its leaders. We are reluctant, indeed often refuse, to face unpleasant facts. The Russian advances in education have been no secret, were indeed fully reported over the last six years, but were not accepted nor appreciated until illuminated by the Sputniks. We are now refusing to admit, or to be properly concerned about Russian economic penetration throughout the world. We will spend billions on super-highways, but not on schools. The man in the moon may look forward to the time when this country will be a spider web of super-highways with fuel injection, chromium-plated automobiles bumper-to-bumper, driven by half-educated people. And when they reach home they can turn on the television set, which during the peak viewing hours carefully protects them from the world of ideas and the conflicts that surround them. If these instruments of mass communication are to be anything other than an opiate they must strengthen and affirm the values that are the essence of our civilization. It is not enough to sell goods, to entertain the greatest numbers. There also must be full appreciation of our historic heritage,

wise understanding of our institutions and traditions, familiarity with our classics and literature and the arts, and persistent attention to our ethical principles. We have great wealth, but this nation is more than an economic plot. As Professor Einstein once said: "It would be a sad situation if the bag was better than the meat wrapped in it."

I think the man in the moon might have concluded that we are in danger of becoming a nation of conformists. There is a tendency to confuse dissent with disloyalty. And certainly, being an educated man, he would be familiar with the words of Milton, who said: "If the waters of truth flow not in a perpetual progression, they sicken into a muddy pool of conformity and tradition." And he would know the truth that Lord Acton wrote in 1877: "There are in our day many educated men who think it right to persecute." There are indeed many men in our day who so believe.

We are unlikely to be a sane and civilized society until "opinions and assertions about general and particular matters of knowledge will not involve dangers or serious disadvantages for him who expresses them."

If we become a static society we lose one of the basic functions of democracy, the freedom to change. It is a truism that democracy is a means of dealing with the human imperfections of society. It recognizes

that no form of government is perfect, no administration can be faultless, no legal system beyond improvement, no economic order as good as it might be. Where there is imperfection there must be change. And to produce change, unless it is imposed by tyranny, there must be difference of opinion, there must be opposition, there must be pioneer thinking, there must be freedom to criticize, there must be the unremitting conflict and testing of ideas. This undoubtedly involves a great deal of confusion. But the liveliness of a democracy can be measured by the activity of the minds of its citizens. Security and serenity in a democracy are not at all the same thing. They may even be opposites. Those who think that since we are in a cold war we are committed to conformity may not realize that they are asking to make democracy dormant, and that a dormant democracy is really on the way to becoming a tyranny. If our democracy is kept dormant for as long as the cold war continues, the end will be a world in which two tyrannies confront each other. The test of military power between them may not have been risked, but the ideological struggle will be over, the free world will have ceased to be free.

So one of our troubles is knowing how to appraise and measure the emergency. I yield to no one in my desire to root out subversion. But

I insist on a broad definition for subversion. I call subversion anything that subverts our political order, whether it be giving active aid to an enemy or curtailing the freedom of the democracy to deal with its own imperfections. We must know that democracy cannot be kept alive by putting it to sleep. We have to be just as much engrossed with promoting its vigor and liveliness as its military security. One freedom that does not make sense, even in a cold war, is the freedom to reduce freedom. And I am not thinking of the inherent necessity for restraints if freedom is to thrive. Obviously, freedom that is not responsible is mere wilfulness, and it is not what I am talking about. But when freedom takes it upon itself to reduce itself permanently, or for as long as a cold war lasts, it is in the initial stages of self-destruction.

There is a false formula for personal security being peddled in our market place. It is this, although not so labelled: Don't join anything; don't associate: don't write; don't take a chance on being wrong; don't espouse unpopular causes; button your lip and drift with the tide; seek the ease and luxury of complete equanimity by refusing to make up your minds about issues that wiser heads will one day decide. This product if it be bought by enough people leads to paralysis.

We must, I think, for our very lives remember that freedom will reside and flourish here in this generous and capacious land, or it will survive nowhere on this minor planet. Our strength in this continuing conflict with the forces of evil, lies not alone in bombs and planes and physical courage. We must have stable ground upon which to stand and fight, if fight we must. Nations have been known to destroy their freedom while preparing to defend it. We are the head of a grand alliance of freedom-loving people. They have joined with us because they believe it to be in their own self-interest, and because we are strong.

But there is another reason for their joining their fate with ours. We are free, and whatever we do to limit or foreshorten that freedom will reduce by that much our reservoir of good will abroad. There is no such thing as a Voice of America. That voice is made up of Senators, and Admirals, and Clergymen, the Supreme Court, the price of wheat on the big board in Chicago, trade policies, race relations. There is no longer such a thing as a purely domestic news story; each is part of the voice of this country abroad. And if that collective voice tells the story of reduced freedom, of a tyranny of silence, of a fear of change, then within measurable time we shall find ourselves a great powerful continental island off the

coast of Kamchatka, with the rest of the world either united against us or indifferent to our fate. Our example, our demonstration of freedom in action may be more powerful than our dollars, more persuasive than the threat of our bombs. We must continue to provide ourselves and our allies with that most dangerous and explosive force known to mankind - knowledge. And no man and no group may be permitted to chart in advance the course of the books to be followed in pursuit of that knowledge.

We live in a time of fear and prejudice and freedom is hard-pressed both at home and abroad. But freedom will survive and flourish unless it be destroyed by the consent of the free.

I say consent, for acquiescence or silence is a form of consent. I believe there has been more acquiescence than is healthy, because too many people have mistakenly thought it was necessary to be undemocratic to deal with the emergency. They have thought there wasn't time to be both safe and free. No more fateful mistake can be made. For in the cold war there is no safety whatever unless we remain free. Democracy is our one chance of survival. For if we emerge from the long crisis undevastated by total war but no longer free, we have but chosen the cheapest and least heroic way to

give tyranny the victory.

Three stories which may illustrate the degree and depth of the dilemma that confronts us.

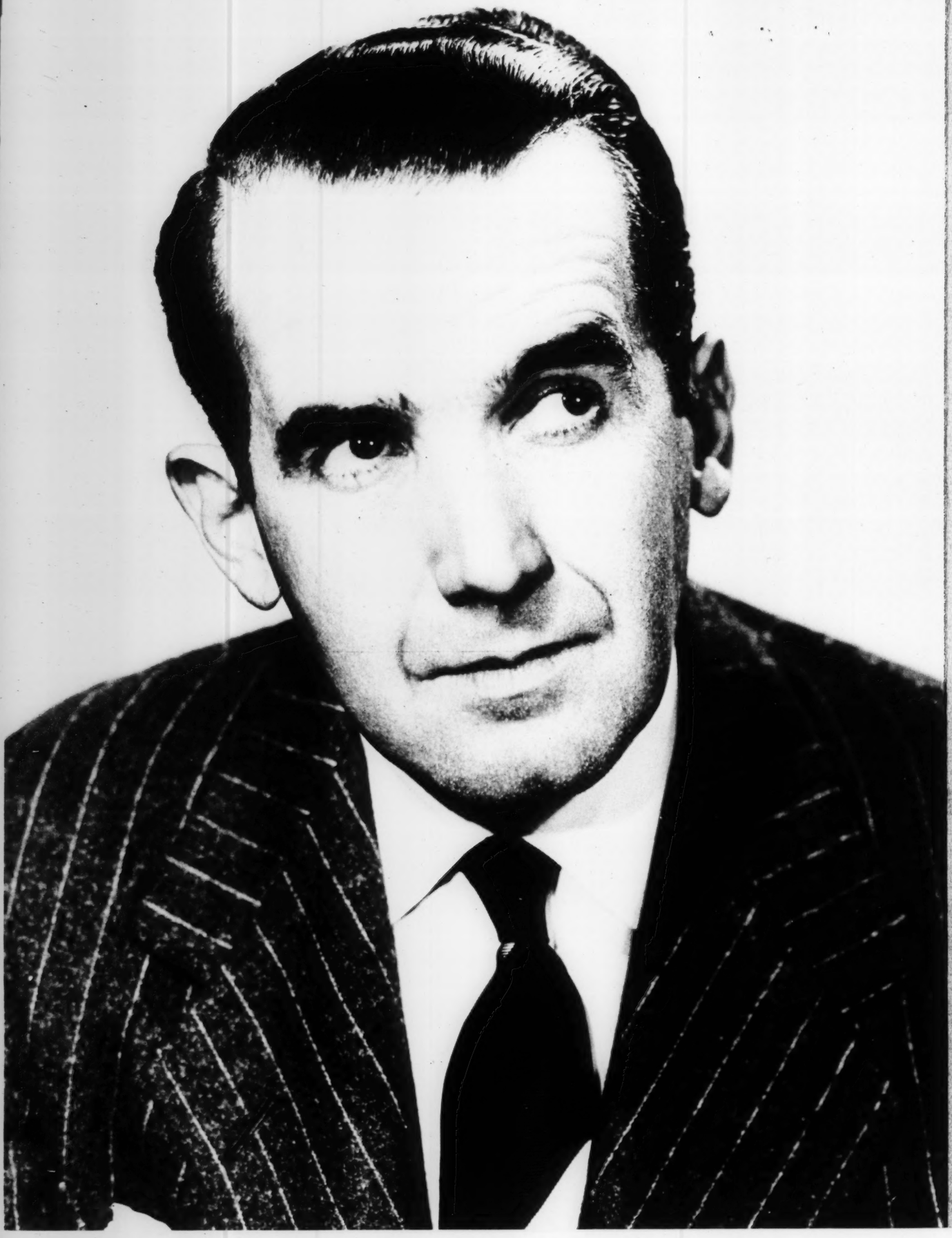
1) Churchill's lecture tour.

2) Israeli riflemen at Sharm el Sheik.

3) Sergeant in Korea.

4) Rickover at Shippingport.

Joint Defense Appeal
J. D. A.
American Jewish Committee
Dinner



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Wednesday, October 22, 1958

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S. KLEIN
DEPARTMENT STORES, INC.

OFFICE OF THE PRESIDENT

UNION SQUARE
NEW YORK 3, N.Y.

October 23, 1958

Mr. Edward R. Murrow
Columbia Broadcasting Systems
485 Madison Avenue
New York, New York

Dear Ed:

I could not let last night's wonderful evening pass without once again thanking you for the excitement you brought to it in accepting our award. Your presence alone brought excitement into the room, which, as you know, resulted in a tremendously successful financial response that will go to the cause you, yourself, so earnestly advocated.

Your concluding speece was truly an inspiration, which tremendously impressed everybody there.

Once again, let me thank you on behalf of all of us in the Joint Defense Appeal for the fine contribution you made to our efforts.

Sincerely,

Phil Harris

Philip S. Harris

PSH:h

J.D.A.

On rearing children from crib to college
Parents' MAGAZINE
& FAMILY HOME GUIDE

October 29, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
53rd Street & Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

You sent me a copy of the wrong speech, in answer to my letter of October 24th -- which incidentally I enjoyed reading.

Will you please send me a copy of the speech you made on the subject of the need for schools at the Joint Defense Appeal dinner on Wednesday, October 22nd.

Cordially yours,

George J. Hecht
Publisher

gjh;mj

Ref. to Jerome Kaplan

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J. D. A.

PLAZA 3-7300

OFFICE OF THE PRESIDENT

October 27, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Permit me to offer an expression of gratitude, both personally and in my official capacity of chairman at the Joint Defense Appeal Human Rights Award dinner.

That your address was a huge success, I am sure, was evident to you from the response and rapt attention paid you by the audience.

All of us connected in any way with the Joint Defense Appeal agencies -- the American Jewish Committee and the Anti-Defamation League -- are deeply in your debt for having contributed so much to the success of the dinner.

Sincerely,

Andrew Goodman

Andrew Goodman

J.D.A.

JDA

oint defense appeal

for the American Jewish Committee and the Anti-Defamation League of B'nai B'rith

300 West 43rd Street, New York 36, N. Y. • Judson 6-2700

ABNER J. KUPPERMAN
National Executive Director

October 24, 1958

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I want to take this opportunity to personally thank you for the magnificient address you made at our Joint Defense Appeal dinner this past Wednesday evening. Everyone in the room was stimulated by your remarks and you helped make this dinner one of the most successful in our history.

My sincere personal thanks and I am sure you realize you have the gratitude of everyone interested in the JDA agencies.

Cordially,

Abner J. Kupperman

AJK:jl

J. D A.

YUKON 8-1724

118 EAST 65TH STREET
NEW YORK 21, N. Y.

October 23, 1958

Dear Mr. Murrow:

Any words I might write must seem vapid after your inspiring talk last night at the J.D.A. dinner. Your words made great good common sense and were said with a warm dignity that could only come from the heart.

My heartfelt congratulations on receiving an award you so obviously merit.

Best wishes.

Sincerely yours,

Orin Lehman

Orin Lehman

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, N. Y.

J.D.A

November 10, 1958

Dear Sam:

Very many thanks for your cordial letter of October 28th.

I am glad that you and Mrs. Leidesdorf enjoyed my remarks at the Joint Defense Appeal dinner. I am sorry to say that we have no copies of the speech available here in the office. However, I believe the JDA had it mimeographed. I suggest that you have your secretary call Mr. Kaplan at the Joint Defense Appeal to see if they still have some available.

Best regards.

Sincerely yours,

Mr. Samuel D. Leidesdorf
One Twenty Five Park Avenue
New York, New York

mmc

ONE TWENTY FIVE PARK AVENUE
NEW YORK

OFFICE OF
SAMUEL D. LEIDESDORF

October 28, 1958

Dear Ed:

Mrs. Leidesdorf and I were very much impressed by the talk which you so effectively delivered at the Human Rights Award dinner of the Joint Defense Appeal last week. It was a fine example of your usual clear thinking. If a copy of the speech is available, I would appreciate having it.

I can think of no one more deserving of the Human Rights Award than you. It was a privilege to share in the evening and Mrs. Leidesdorf joins me in expressing heartiest congratulations on the well earned honor which was conferred on you.

With kindest personal regards and best wishes, I am

Sincerely,

Sam

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York 22, N. Y.

J. D. A.

On rearing children from crib to college
Parents' MAGAZINE
& FAMILY HOME GUIDE

October 24, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
53rd Street and Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I have been told that you made an excellent speech on the subject of the need for schools at the Joint Defense Appeal dinner on Wednesday, October 22.

If this speech is available for publication as an article I wonder whether you would send me a copy of it in order that I may have our Editorial Department read it to determine whether we can use it in Parents' Magazine.

Cordially yours,

George J. Hecht
Publisher

gjh;mj

~~Sent~~ Oct. 28. to Irving Kaplan
ref.

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J. D A.
Dinner

July 2, 1958

Mr. Irving M. Engel
The American Jewish Committee
386 Fourth Avenue
New York 16, N.Y.

Dear Mr. Engel:

Thank you for your letter of July 1, which I am acknowledging in Mr. Murrow's absence on holiday.

We shall look forward to receiving further details about the dinner on October 22 at a later date.

Very truly yours,

Secretary to Mr. Murrow

skh

THE AMERICAN JEWISH COMMITTEE

386 FOURTH AVENUE, NEW YORK 16, N. Y. *Cable Address,* "WISHCOM, NEW YORK"

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July 1, 1958

Dear Mr. Murrow:

I am profoundly gratified that it will be possible for you to receive the annual Human Rights Award of the Joint Defense Appeal. I appreciate more than I can say your giving us the time from your very busy schedule.

It is a distinct honor for us to be able to present to you this Award which symbolizes to us the highest aspirations in our human relations effort. We shall look for you on Wednesday, October 22nd, at 8 p.m., following your regular radio program. Of course, before that time, you will be receiving full information about the event.

With many thanks, and best wishes for an enjoyable summer, I am

Sincerely yours,

Irving M. Engel

Irving M. Engel,
President

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

IME/s

June 27, 1958

Dear Mr. Engel:

Very many thanks for your cordial letter of June 10.

I am deeply honored by the decision of the Joint Defense Appeal to confer its annual Human Rights Award upon me.

I appreciate your giving me my choice of dates for the presentation dinner and would be glad if you could arrange it for Wednesday, October 22. I assume that the dinner will be held in New York and trust you will understand that I cannot arrive until after 8:00 p.m. because of my regular 7:45 p.m. radio program.

Please convey my thanks to your committee.

Sincerely yours,

Mr. Irving M. Engel
President
The American Jewish Committee
386 Fourth Avenue
New York 16, New York

mcc

THE AMERICAN JEWISH COMMITTEE

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June 10, 1958

Dear Mr. Murrow:

I take pleasure in advising you that the Joint Defense Appeal would like to present to you its annual Human Rights Award this fall.

This award is in recognition of your leadership in upholding the highest standards of public service programming and thus fostering popular understanding of human relations and human rights. These are the concerns of the American Jewish Committee and the Anti-Defamation League, the agencies for which the JDA is the fund-raising arm.

Previous recipients of the award have been former President Harry S. Truman, Paul Hoffman, Vice-President Richard Nixon, and Fred Lazarus, Jr.

The formal presentation would be made at a dinner honoring you. If you could let us know on what evenings you would be free during the weeks of October 13th and October 20th, we would schedule the dinner for one of those dates.

I look forward to hearing from you soon, and hope very much that you will be available to receive the JDA's award for distinguished achievement in the field of human rights.

Sincerely yours,

Irving M. Engel

Irving M. Engel,
President

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

IME/ss

pt. 22

Nat'l Assoc for Better Radio + TV
March 16, 1959
Awards

April 8, 1959

Mrs. Clara S. Logan
National Association for Better Radio & Television
882 Victoria Avenue
Los Angeles 5, California

Dear Mrs. Logan:

I have just returned from a trip to London, Paris, Berlin and Bonn, to find your letter of March 16. I am most flattered by the title bestowed on me by your members and will hope to continue to merit their approval.

Sincerely yours,

KRM:skh

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION

"A NON-PROFIT CORPORATION"
882 VICTORIA AVENUE
LOS ANGELES 5, CALIFORNIA

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* Members of Executive Committee

March 16, 1959

Mr. Edward R. Murrow
c/o CBS
New York City

Dear Mr. Murrow:

We are very happy to inform you that you have been voted by our members as "Man of the Year" for your courageous and clear speech to the Radio and TV News Directors Association.

Thank you for your fine contributions to better radio and television.

Sincerely yours
Clara S Logan
Mrs. Clara S. Logan
President

P.S. Publicity release of March 24 is enclosed.

6

NATIONAL ASSOCIATION FOR BETTER
RADIO AND TELEVISION
882 Victoria Avenue
Los Angeles 5, Calif.
WEbster 4-7830

for release MARCH 24, 1959

CBS's NEW YORK PHILHARMONIC WITH LEONARD BERNSTEIN WINS TOP HONORS IN ANNUAL NAFBRAT AWARDS: EDWARD R. MURROW NAMED "MAN OF THE YEAR"

Los Angeles, March 24, 1959 - CBS's television program "New York Philharmonic with Leonard Bernstein, sponsored by LINCOLN MOTORS, has won program-of-the-year honors in the seventh annual national awards of the National Association for Better Radio and Television. Edward R. Murrow was named "Man of the Year". Announcement of winners in 27 categories was made this morning by NAFBRAT president Clara S. Logan. The annual awards covered programs broadcast in 1958. Complete list of the winners are:

TELEVISION

Drama - HALLMARK HALL OF FAME, NBC

Comedy - LUCILLE BALL- DESI ARNAZ PROGRAM, CBS

Americana - THE REAL MC COYS, ABC

Adventure and Travel - BOLD JOURNEY, ABC

Family Situation - FATHER KNOWS BEST, CBS

Education - CONTINENTAL CLASSROOM, NBC

News - CHET HUNTLEY REPORTING, NBC

Interviews - SMALL WORLD, CBS

Variety Music - DINAH SHORE, NBC

Classical Music - NEW YORK PHILHARMONIC WITH LEONARD BERNSTEIN

Quiz Program - WHAT'S MY LINE, CBS

Public Service - NBC KALEIDOSCOPE

Children's Program - CAPTAIN KANGAROO, CBS

Teenagers' Program - YOUTH WANTS TO KNOW, NBC

Best New Program - SMALL WORLD, CBS

TV PROGRAM OF THE YEAR - NEW YORK PHILHARMONIC WITH LEONARD BERNSTEIN

RADIO

Entertainment - FAMILY THEATER, MBS

News - ERWIN CANHAM, ABC

Education and Information - INVITATION TO LEARNING, CBS

Popular Music - BANDSTAND, NBC

Classical Music - METROPOLITAN OPERA, CBS

Children's Program - STORY PRINCESS, MBS

Teenagers' Program - SYMPHONIES FOR YOUTH, MBS

Agriculture Program - NATIONAL FARM AND HOME HOUR, NBC

Public Service - U. N. PROGRAMS

Best New Program - HIDDEN REVOLUTION, CBS

* * * *

Man of the Year: Edward R. Murrow for his courageous and clear speech to the Radio and TV News Directors Association.

The annual NAFBRAT awards are selected by a membership vote of the organization. The National Association for Better Radio and Television is a non-profit corporation, founded in 1949, dedicated to the advancement of the public's interest in the broadcasting industry.

* * *

Nat'l Assoc for Better
Radio + TV
Feb 20, '58

March 6, 1958

Dear Mrs. Logan:

Many thanks for your letter of February 20th enclosing the award certificate from the National Association for Better Radio and Television.

I am deeply appreciative of the award, and I hope you will convey my thanks to the officers of the Association.

Sincerely yours,

Mrs. Clara S. Logan
President
National Association for Better
Radio and Television
882 Victoria Avenue
Los Angeles 5, California

gw

Put on List

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* Members of Executive Committee

February 20, 1958

Producers of
EDWARD R. MURROW NEWS
CBS - Radio
New York City

Gentlemen:

We are very happy to inform you that the Edward R. Murrow news program has been voted by our members as the outstanding news program on radio for the year 1957.

The award certificate is enclosed, also our Feb. 26 release to the press.

Thank you for this fine contribution to better radio.

Sincerely yours

Clara S. Logan

(Mrs.) Clara S. Logan
President

National
Association
For
Better
Radio
And
Television

AWARD

to

Edward R. M

for the

best news pr

on radio for t

1957

Murrow

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program

or the year

7

HOLLYWOOD, CALIF., FEB. 8.--(UP)--WALT DISNEY'S "DISNEYLAND" AND "MAN'S RIGHT TO KNOWLEDGE," HAVE WON PROGRAM-OF-THE-YEAR HONORS IN THE THIRD ANNUAL NATIONAL AWARDS OF THE NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION, IT WAS ANNOUNCED TODAY.

"DISNEYLAND," ON ABC TELEVISION ONLY SINCE LAST OCTOBER, WON TOP SPOT IN VOTING ON SHOWS FOR CHILDREN. "MAN'S RIGHT TO KNOWLEDGE," CBS RADIO, WON IN THE EDUCATION AND INFORMATION CATEGORY.

"OMNIBUS" WON THE TV SWEEPSTAKES HONORS A YEAR AGO.

CBS NEWSMAN EDWARD R. MURROW WAS SELECTED FOR FIRST PLACE IN THREE DIVISIONS--TV NEWS INTERPRETATION SEE IT NOW, TV INTERVIEWS (PERSON TO PERSON) AND RADIO NEWS.

THE ANNUAL AWARDS, COVERING PROGRAMS DURING 1954, WERE:

(TELEVISION)

DRAMA: U.S. STEEL HOUR AND ELGIN HOUR, ABC. FAMILY SITUATION PROGRAMS: FATHER KNOWS BEST, CBS. EDUCATION AND INFORMATION: NOW AND THEN, CBS. COMEDY: HALLS OF IVY, CBS. NEWS INTERPRETATION: SEE IT NOW, CBS. INTERVIEWS: PERSON TO PERSON, CBS. POPULAR MUSIC: YOUR HIT PARADE, NBC. CLASSICAL MUSIC: VOICE OF FIRESTONE, ABC. QUIZ PROGRAMS: WHAT'S MY LINE?, CBS. PUBLIC SERVICE: THE SEARCH, CBS. CHILDREN'S PROGRAMS: DISNEYLAND, ABC. DAYTIME SHOWS: WORLD OF MR. SWEENEY, NBC. TELEVISION PROGRAM OF THE YEAR: DISNEYLAND, ABC.

(RADIO)

DRAMA: HALLMARK HALL OF FAME, NBC. FAMILY SITUATION PROGRAMS: OZZIE AND HARRIET, ABC. COMEDY: JACK BENNY, CBS. NEWS: EDWARD R. MURROW, CBS. EDUCATION AND INFORMATION: MAN'S RIGHT TO KNOWLEDGE, CBS. POPULAR MUSIC, DINAH SHORE, NBC. CLASSICAL MUSIC, VOICE OF FIRESTONE, ABC. LITERATURE AND/OR PHILOSOPHY: INVITATION TO LEARNING, CBS. CHILDREN'S PROGRAMS: CARNIVAL OF BOOKS, NBC. TEEN-AGERS' PROGRAMS: YOUTH WANTS TO KNOW, NBC. AGRICULTURAL PROGRAMS: NATIONAL FARM AND HOME HOUR, NBC. PUBLIC SERVICE: THE SEARCH THAT NEVER ENDS, MBS. DAYTIME PROGRAMS: MARY MARGARET MCBRIDE, ABC (NOTE: WINNER IS THE FORMER 30-MINUTE INTERVIEW PROGRAM, MARY MARGARET MCBRIDE, CARRIED BY ABC AND IS NOW OFF THE AIR). PROGRAM OF THE YEAR: MAN'S RIGHT TO KNOWLEDGE, CBS.

FM1030A

NATIONAL ASSOCIATION FOR BETTER
RADIO AND TELEVISION
882 Victoria Avenue
Los Angeles 5, Calif.
WEbster 4-7830

for release FEBRUARY 26, 1958

NBC'S TELEVISION PROGRAM "GREEN PASTURES" AND CBS'S RADIO PROGRAM "CBS RADIO WORKSHOP" WIN TOP HONORS IN ANNUAL NAFBRAT AWARDS

Los Angeles, Feb. 26, 1958 - - NBC's television program "Green Pastures" sponsored by HALLMARK and CBS's public service program, "CBS Radio Workshop" have won program-of-the-year honors in the sixth annual national awards of the National Association for Better Radio and Television. Announcement of winners in 25 categories was made this morning by NAFBRAT president Clara S. Logan. ("Man of the Year" will be announced at a later date.)

The annual awards covered programs broadcast in 1957. Complete lists of the winners are:

TELEVISION

Drama - TELEPHONE TIME, ABC

Entertainment - NBC SPECIALS

Adventure and Travel - BOLD JOURNEY, ABC

Family Situation - FATHER KNOWS BEST, NBC

Education - DISNEYLAND "TOMORROW" series, ABC

News - CHET HUNTLEY'S "OUTLOOK", NBC

Interviews - WISDOM SERIES, NBC

Popular Music - PERRY COMO, NBC

Classical Music - VOICE OF FIRESTONE, ABC

Quiz Program - $64,000 QUESTION, CBS

Public Service - SEE IT NOW PROGRAMS "LADY FROM PHILADELPHIA" and "POST OFFICE", CBS

- more -

Children's Program - LASSIE, CBS

Teenagers' Program - YOUTH WANTS TO KNOW, NBC

Daytime Program - MATINEE THEATER, NBC

Best New Program - TWENTIETH CENTURY, CBS

TV Program of the Year - GREEN PASTURES, NBC

RADIO

Entertainment - CBS RADIO WORKSHOP, CBS

News - EDWARD R. MURROW, CBS

Education and Information - BIOGRAPHIES IN SOUND, NBC

Popular Music - WOOLWORTH HOUR, CBS

Classical Music - TELEPHONE HOUR, NBC

Literature and Philosophy - INVITATION TO LEARNING, CBS

Children's & Teenagers' Program - SYMPHONIES FOR YOUTH, MBS

Agriculture Program - NATIONAL FARM AND HOME HOUR, NBC

Radio Program of the Year - CBS RADIO WORKSHOP

A special citation was voted to RALSTON-PURINA COMPANY for their public service in sponsoring BOLD JOURNEY and in providing guides to teachers.

The "Man of the Year" award will be announced at a later date.

The annual NAFBRAT awards are selected by a membership vote of the organization. The National Association for Better Radio and Television is a non-profit corporation, founded in 1949, dedicated to the advancement of the public's interest in the broadcasting industry.

* * *

The Viewer's Views

An Intimate Message From the Pacific Coast

By Kimmis Hendrick

Los Angeles

Have you ever seen a television program of which you strongly disapproved? Did you write a protest letter to the station? Almost more importantly, when you saw a program that you enjoyed exceedingly, one that you felt did credit to the entertainment industry and substantially enhanced your day, did you write a letter of thanks?

Here in Los Angeles, Mrs. Clara S. Logan, a woman who has become nationally synonymous, you might say, with listener and viewer responsibility, recently declared, "If we would only write one letter a year, a really considered letter, it would do much good."

Mrs. Logan is president of the National Association for Better Radio and Television. Since 1949, with quiet, gracious, persisting efficiency, she has been heading a group of dedicated Los Angeles men and women who take the Federal Communications Commission at its word when it says that the airways belong to all the people. They call their organization by the saucy, catchy, and by now famous contraction—NAFBRAT.

It was started modestly in 1949. At a recent meeting, one speaker, tracing NAFBRAT history, plunged boldly into the question of censorship. Because NAFBRAT concerns itself with proper program content, some folks have raised the cry of censor. But Mrs. Forrest Radcliffe, representing the United Church Women of Southern California and Southern Nevada, put another slant on it. She said that NAFBRAT's founders started it so that "people before the television set could take an active part and thus, perhaps at some future time, prevent censorship by government."

"We are strongly opposed to censorship," Mrs. Logan herself says earnestly. NAFBRAT's concern is that unless listeners express themselves, unless they establish and maintain standards of listener acceptability, it might become necessary for government to interfere in behalf of program quality. Edward G. Krauss, secretary of State Police Chiefs, Ohio, said recently without equivocation, discussing the undoubted bad influence of crime programs, "There is no question but what censorship can be imposed under a clearly drawn statute." But he indicated that cooperative, voluntary effort to raise program standards is certainly the better way.

And NAFBRAT's whole experience indicates that, by and large, broadcasters are eager to cooperate with listeners—to respond to public demands for good taste and to have the backing of concerned opinion against the various pressures that work in the contrary direction.

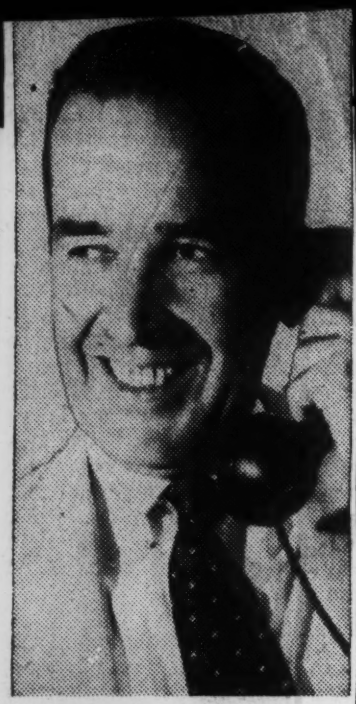
NAFBRAT's work is not fundamentally being against things—it is essentially one of supporting and encouraging TV programs that are suitable for their audiences, have artistic quality, and are commercially effective. NAFBRAT awards are highly valued in the industry, including its Dr. Lee De Forest Award, so far awarded twice.

NAFBRAT works through committees of program monitors. Its active membership includes mothers of young children. At the recent meeting, Mrs. Irvin Malak, chairman of the evaluation committee, got sympathetic smiles from the audience when she said, "Our youngsters bemoan the fact that we are watching TV so much that they can't, but we tell them we are working for children everywhere."

Evaluation is carried out according to carefully stated standards. When members of a committee cannot agree, they refer to statements on the program by the best-known critics and other acknowledged authorities. In evaluation of children's programs, they take commercial sponsorship into consideration, disapproving the kind that uses the child's susceptibility as a devious means of influencing parents.

Universities, schools, parent-teacher organizations, women's clubs all over the country, not to mention leading magazines, make use of the reports NAFBRAT publishes. These are indexed in Vertical File, available in libraries; they are often quoted by newspapers; they are sometimes translated into other languages. Mrs. Logan and her associates have many stories to tell of appreciation by broadcasters of the kind of support they give to programs, of their courteous response to protests. NAFBRAT does not fail to realize that broadcasters have their own problems and that listener-viewer tastes are many-sided.

Gilbert Seldes, writing in a recent Saturday Review, said that NAFBRAT members "may be wrong-headed, they may be intellectual or moral snobs, but they assert in action a sound principle—that those who enjoy the benefits of our society owe to society at least a minimal duty to think about what is going on." Mrs. Logan herself observes, "We have lost many fine programs because we did not support them. We have kept many poor ones because we did not protest."



EDWARD R. MURROW
Wins Three Awards

'Disneyland' Top TV Show

Hailed by Better Radio, Video Ass'n; 'Right to Knowledge' Best on Air

(By United Press)

HOLLYWOOD, Feb. 8.—Walt Disney's "Disneyland" and "Man's Right to Knowledge," have won program-of-the-year honors in the third annual national awards of the National Association for Better Radio and Television, it was announced today.

"Disneyland," on ABC Television only since last October, won top spot in voting on shows for children. "Man's Right to Knowl-

children. "Man's Right to Knowledge," CBS Radio, won in the education and information category.

"Omnibus" won the TV sweepstakes honors a year ago.

CBS newsman Edward R. Murrow was selected for first place in three divisions—TV news interpretation ("See It Now"), TV interviews ("Person to Person") and radio news.

The annual awards, covering programs during 1954, were:

TELEVISION

Drama: U. S. Steel Hour and Elgin Hour, ABC. Family Situation Programs: Father Knows Best, CBS. Education and Information: Now and Then, CBS. Comedy: Halls of Ivy, CBS. News Interpretation: See It Now, CBS. Interviews: Person to Person, CBS. Popular Music: Your Hit Parade, NBC. Classical Music: Voice of Firestone, ABC. Quiz Programs: What's My Line?, CBS. Public Service: The Search, CBS. Children's Programs: Disneyland, ABC. Daytime Shows: World of Mr. Sweeney, NBC. Television Program of the Year: Disneyland, ABC.

RADIO

Drama: Hallmark Hall of Fame, NBC. Family Situation Programs: Ozzie and Harriet, ABC. Comedy: Jack Benny, CBS. News: Edward R. Murrow, CBS. Education and Information: Man's Right to Knowledge, CBS. Popular Music: Dinah Shore, NBC. Classical Music: Voice of Firestone, ABC. Literature and-or Philosophy: Invitation to Learning, CBS. Children's Programs: Carnival of Books, NBC. Teenagers' Programs: Youth Wants to

(Continued on Page 2, Col 7)

Screen Review

ittsburgh Post-Gazette, will be
through the following week...
rid of that kidney stone and
surgery...Full blast epidemic
dios to produce for teevee, but
the part of the majors to lease
indie TV use...We can't re-
st time the weekly production
film trade papers didn't have a
r 20th Century-Fox. Not a single
ere this particular week...The
board for "Battle Cry" at Wil-
ix out-Howards anything Hughes
ere...Charlie Einfeld becomes a
when the stork visits the Dick
onth...Bill Wilder's "The Seven
y runs four minutes under two
was so good he doesn't know
nip...The Screen Writers Guild
a brilliant choice in Dr. Frank
on TV") Baxter as the main
annual dinner the 28th. He'll
've ever had.

▼

AY STARK is actually one of the
rs in town, supervising the prep-
screenplays for actor-clients who
endent as a change of pace. Two
e Bill Holden and Kirk Douglas
iest of and in cooperation with
tment, Johnny Haskell has lined
P. A. tour of Variety Interna-
ur each from the United States,
d, Ireland, India, Japan, Mexico
The goodwill mission is sched-
f in Mexico City March 15, but
rtment is now withholding the
omplete itinerary because of the
ormosa. Haskell has been in-
he event the trip is greenlighted,
fly military aircraft with fighter
he Formosa area...When asked
age to Gloria Grahame, Cy How-
y not be honest? It has its

---

by **Ira Seebacher**

blew the duke in June and two months later was a victim of Cockell's battering fists in eight rounds.

If all this doesn't sound like

If all this doesn't sound like the most-manipulated, most inept load of tripe ever to come out of England, then it must be Phil Scott who holds the title. Cockell is easily runner-up, however, and this is the man they intend to bring all these miles to battle Marciano. If we were speaking for Rocky, which we are not, we'd say Rockey is ready now. What Cockell may be ready for isn't as easily discerned but we suspect he's ready for a large-sized check in American dollars. And anything he takes back will amount to overpayment.

'Disneyland' Top TV Show

(Continued from Page 1)

Know, NBC. Agricultural programs: National Farm and Home Hour, NBC. Public Service: The Search That Never Ends, MBS. Daytime Programs: Mary Margaret McBride, ABC (Note: winner is the former 30-minute interview program, Mary Margaret McBride, carried by ABC and is now off the air). Program of the Year: Man's Right to Knowledge, CBS.

Perry Lopez Stint

HOLLYWOOD, Feb. 8.—Perry Lopez, the young Warner Bros. contract player making his screen debut as Spanish Joe in "Battle Cry," has been given an important role in "The Jagged Edge," starring Shelley Winters and Jack Palance.

AMUSEMENTS

ıter Fury

m of the

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

Natl Conference of Christians & Jews

Feb 16, 1958

MERLE S. JONES
President

February 17, 1958

Mr. John P. Hudak, Director
Commission on Mass Communications
The National Conference of Christians & Jews, Inc.
43 West Fifty-seventh Street
New York 19, New York

Dear Mr. Hudak:

Please accept my sincere thanks on behalf of CBS Television for the awards you have made to: SEE IT NOW, LOOK UP AND LIVE, and THE WAY TO GO.

I know how pleased the individuals who worked on these shows will be to learn of the recognition granted by your good organization.

I am having extra copies of the booklet sent to you under separate cover.

Again, our sincere thanks.

Sincerely,

MSJ:nk

bcc: Messrs. Murrow and Friendly...SEE IT NOW ✓
Digges.....THE WAY TO GO
Gitlin.....LOOK UP AND LIVE
Cowden

The National Conference of Christians and Jews

Presents this

Brotherhood Award

To

See It Now

"Clinton and the Law" - "The Puerto Ricans" - "The Lady from Philadelphia"
Columbia Broadcasting System

For outstanding contributions promoting the cause of good will and understanding among all the people of our nation .... thereby fostering amity, justice and cooperation among Protestants, Catholics and Jews ....helping to eliminate intergroup prejudices which disfigure and distort religious, business, social and political relations .... materially aiding the work of the National Conference of Christians and Jews and bringing us nearer the goal of the Brotherhood of Man under the Fatherhood of God.

BROTHERHOOD

Everett R. Clinchy
President

Harwood Fellows
Chairman, Commission On Mass Communications

Taylor Mayne Mills
Chairman, Media Awards Committee

Date: February 16, 1958

Radio-TV Daily
Awards
Jan 19, 1959

RADIO-TELEVISION DAILY

1501 BROADWAY, NEW YORK 36
WISCONSIN 7-6336

OFFICE OF
THE EDITOR
AND PUBLISHER

January 15, 1959

Mr. Edward Murrow
CBS Radio
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

It affords me great pleasure to inform you that you have been named Man of the Year in Radio, Commentator of the Year in Radio, Commentator of the Year in Television, and your program "Small World" has been acclaimed Best New Program Idea in Television in our 1958 All American poll.

Enclosed herewith please find a copy of the press release which was sent to over 600 critics, representing approximately 90 million readers.

I thought you would like to have this in advance.

Look for the complete story, appearing Monday, January 19th in our own RADIO-TELEVISION DAILY.

Warmest regards,

Chas. A. Alicoate

CHAS. A. ALICOATE

CAA:ng
Enc.

Radio-TV Daily Awards Jan 19, 1959

FILM PRODUCTION EQUIPMENT

RADIO TELEVISION DAILY

AGENCIES SPONSORS STATIONS

The National Daily Newspaper of Commercial Radio and Television

Established February 9, 1937

VOL. 85, NO. 11 NEW YORK, MONDAY, JANUARY 19, 1959 TEN CENTS

PAAR, SHORE, MURROW, DIETRICH

Voted Tops In Radio-TV By Nation's Critics

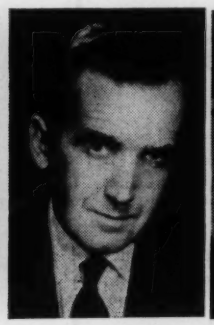
"Man Of Year," "Woman Of Year" Winners Head All American Poll Of 1958's Best In Broadcasting

By CHAS. A. ALICOATE
Editor, Radio-Television Daily

Jack Paar and Dinah Shore retained their top rankings as TV's "Man of the Year" and "Woman of the Year" in the 1958 voting by 465 critics and editors throughout the country who participated in RADIO-TELEVISION DAILY's 17th annual All American Awards Poll. Edward R. Murrow, who quickly establishes himself at the top in any phase of broadcasting

PAAR

SHORE



MURROW

DIETRICH

he enters, this year walked off with quadruple honors. He was voted "Man of the Year" in radio, "Commentator of the Year" in both radio and TV, and his new TV show, "Small World" was tabbed the "Best New Program Idea" in that medium. Marlene Dietrich, who has long been the epitome of feminine glamor in practically every avenue of show business, was voted "Woman of the Year" in radio.

Paar and Miss Shore were also multiple winners. Paar's late evening program on NBC-TV was voted "Comedy Show of the Year" and Dinah Shore received an overwhelming vote as TV's "Female Vocalist of the Year," a category in which she has been voted tops for the past five consecutive years.

This is the third year in a row in which Miss Shore has been voted TV's "Woman of the Year." Paar is also repeating the feat, having been voted TV's "Man of the Year" in 1957.

Winners Wear More Than One Hat

There were several others who wore more than one hat during 1958 and proved that they are outstanding in whatever they attempt. Groucho Marx's "You Bet Your Life" was voted "Quiz Show of the Year" in both radio and TV. Pat Suzuki, *nisei* vocalist currently making a tremendous impact on Broadway as a star in Rodgers and Hammerstein's "Flower Drum Song," was given the Banzai ! in two radio categories—

(Continued on Page 9)

Lawrence, Joseph Get Top Economee Posts

Appointments at Economee Television Programs name Dick Lawrence to the newly-created post of general sales manager, and Ken Joseph to national spot sales manager. Economee is a division of the Ziv organization.

In announcing the appointments, Pierre Weis, general manager, detailed the company's expanded sales activities, including plans to increase the size of the sales staff to provide greater ser-

(Continued on Page 10)

National Spot Radio, TV Sales Rise: Webb

Claremore, Okla. — According to present estimates, national spot radio sales for 1958 total approximately $178-million and for national spot TV, $330-million, Lawrence Webb, managing director of the Station Representatives As-

(Continued on Page 10)

KCOP Sues IBEW Local 45 For $1-Million Damages

West Coast Bureau of RADIO-TV DAILY

Hollywood — Independent TV station KCOP under strike by IBEW Local 45, since Dec. 22, at week-end filed a Superior Court suit against the union, its presi-

(Continued on Page 8)

7 National TV Advertisers Taping At Telestudios

Utilizing four Videotape machines and 26,000 sqaure feet of studio space, National Telefilm Associates' Telestudios is now taping TV commercials for seven

(Continued on Page 2)

Coe Resigns KITE Post

San Antonio — The resignation of Alex A. Coe as station manager of KITE was announced by Connie B. Gay, chairman of the board of Town and Country Network. Coe will become co-owner of WYFE, New Orleans.

Sports, Pay-TV Fights Shaping In Congress

Washington Bureau of RADIO-TV DAILY

Washington—At the end of its first full week of labors, not counting days off to rest, Congress had begun in earnest to sharpen the battle lines on two issues of great importance to broadcasting. One was subscription television and the other was exemption from the antitrust laws for professional sports. In both cases, compromises from last year's rigid positions were clearly delineated.

Rep. Oren Harris (D., Ark.), in

(Continued on Page 10)

10 Independent TV Films Going At MGM

West Coast Bureau of RADIO-TV DAILY

Hollywood — With 10 series and pilots either before the cameras, completed or in preparation, independent TV production at MGM is at an all-time high.

Independent TV production

(Continued on Page 12)

Mansfield Asks Reversal On FCC VHF Booster Ban

Washington Bureau of RADIO-TV DAILY

Washington — The FCC will face strong criticism for its decision to outlaw VHF television boosters, if Sen. Mike Mansfield

(Continued on Page 12)

MLW&S Names 9 VPs, Exec. Comm., Expands Bd.

The election of an expanded board of directors, a five-member executive committee and nine senior vice presidents has estab-

(Continued on Page 10)

The Winners!

All American Poll Winners — Page 5

The First Fives — Page 9

Editors—Critics Name The Tops In Radio-TV

Competition Strong In Most Categories; Voting Very Heavy

(Continued from Page 1)

as "Female Vocalist of the Year" and "Most Promising New Talent."

The CBS program, "Gunsmoke," won the top position as TV's "Western Show of the Year" but proved it is much more than merely a western show by again taking the first place as radio's 'Dramatic Show of the Year." Last year this program won the same radio award and tied with NBC-TV's "Wagon Train" as TV's "Western Show of the Year."

In radio, the CBS "Amos 'n Andy" program, a perennial favorite, was voted the "Comedy Show of the Year" and the "Best Transcribed Series." Transcribed comedy series apparently are favorites in these categories. Last year the Jack Benny show, also on CBS, won both of these classifications.

Yorkin Duos

Bud Yorkin, for his work on the NBC-TV program, "An Evening with Fred Astaire," was voted "Producer of the Year" and "Director of the Year."

Astaire supervised all phases of the production and his touch as a master entertainer and showman was evident in every finite detail. The program, voted TV's "Musical Show of the Year" will be repeated, via tape, on NBC-TV next month.

The Astaire show was in the picture with another award. Barrie Chase, the young dancer who made her debut on this program, was voted the "Most Promising New Talent—Female" in TV.

Mel Allen was voted "TV's Sportscaster of the Year," a position he has held each year since 1955.

Perry Como took honors as TV's "Male Vocalist of the Year" for the fifth consecutive time.

The "Steve Allen Show," seen Sunday evenings on NBC-TV, repeated as "Variety Show of the Year." This program edged out the popular "Ed Sullivan Show" in this category last year and repeated its performance in the 1958 voting.

The vote in the radio musical show category gives the lie to any who hold that American taste in music is limited to "pop" songs and rock 'n roll. Top position as "Musical Show of the Year" in radio was taken by the New York Philharmonic broadcasts aired over the CBS Radio Network.

Many of the races in the various categories this year, however, ended up in photo finishes. In the balloting for TV's "Most Promising New Talent—Male," Efrem

(Continued in Column 4)

TV— First Five —Radio

As Selected by Nation's Critics

—TELEVISION—

—Man of the Year—
Jack Paar
Edward R. Murrow
Perry Como
Fred Astaire
Steve Allen

—Woman of the Year—
Dinah Shore
Shirley Temple
Julie Harris
Loretta Young
Lucille Ball

—Dramatic Show of Year—
Johnny Belinda
Little Moon of Alban
Bridge of San Luis Rey
Days of Wine and Roses
Harvey

—Comedy Show of the Year—
The Jack Paar Show
Jack Benny
Father Knows Best
Sid Caesar Chevy Show
Phil Silvers

—Musical Show of the Year—
Evening With Fred Astaire
Wonderful Town
Victor Borge
Kiss Me, Kate
Roberta

—Commentator of the Year—
Edward R. Murrow
Chet Huntley
David Brinkley
Douglas Edwards
Eric Sevareid

—Documentary of the Year—
Where We Stand (20th Century)
Ceiling Unlimited (20th Century)
Six Hundred Schools—Brinkley
Report Card 1958
Israel, Next Ten Years—Huntley

—Quiz Show of the Year—
Groucho Marx
The Price Is Right
Tic Tac Dough
I've Got A Secret
What's My Line

—Best New Program Idea—
Small World
Keep Talking
77 Sunset Strip
The Rifleman
N. Y. Philharmonic Young Peoples Concerts

—Sportscaster of the Year—
Mel Allen
Lindsey Nelson
Chris Shenkel
Red Barber
Jack Drees

—Color Program of Year—
Rose Bowl Parade
An Evening With Fred Astaire
Hallmark Series
Nutcracker
High Adventure

—Best Filmed Series—
Perry Mason
Desilu Playhouse
Shirley Temple Storybook
Loretta Young Show
Alfred Hitchcock

—RADIO—

—Man of the Year—
Edward R. Murrow
Arthur Godfrey
Peter Lind Hayes
Art Linkletter
Mitch Miller

—Woman of the Year—
Marlene Dietrich
Mary Healey
Pat Suzuki
Madeleine Carroll
Pauline Frederick

—Dramatic Show of Year—
Gunsmoke
Suspense
Johnny Dollar
Don Ameche's Real Life Stories
Five Star Matinee

—Comedy Show of the Year—
Amos 'n' Andy
The Peter and Mary Show
People Are Funny
The Couple Next Door
House Party

—Musical Show of the Year—
New York Philharmonic
Lawrence Welk
Bert Parks' Bandstand
Metropolitan Opera Broadcasts
Christmas Sing With Bing

—Commentator of the Year—
Edward R. Murrow
Eric Sevareid
Lowel Thomas
John Daly
Morgan Beatty

—Documentary of the Year—
Who Killed Michael Farmer?
Hidden Revolution
P.O.W.—A Study in Survival
Portrait of a Scientist
Radio Beat

—Quiz Show of the Year—
You Bet Your Life
Sez Who

—Best New Program Idea—
The World Today
Have Gun, Will Travel
Masland Radio Color Roundup
Stardust Plan

—Sportscaster of the Year—
Lindsey Nelson
Bill Stern
Phil Rizzuto
Harry Wismer
Frank Gifford

—Best Transcribed Series—
Amos 'n' Andy
As We See It
It's Your Business
Army European Interveiws

(Continued on Page 11)

Several Multiple Winners In Varied Show Categories

Zimbalist, Jr., nosed out Chuck Connors of "Rifleman." And Connors was only a leap ahead of Steve Lawrence. Zimbalist stars in Warner Brothers' "77 Sunset Strip" on ABC-TV.

Mel Allen, as TV's "Sportscaster of the Year" was only one step ahead of Lindsey Nelson. However, in the radio field, Lindsey Nelson forged to the front, taking top position as "Sportscaster of the Year," moving out ahead of last year's winner, Bill Stern, and such strong contenders as Phil Rizzuto, Harry Wismer and Frank Gifford.

As radio's "Comedy Show of the Year," the "Amos 'n Andy Show" was 12 votes ahead of ABC's Peter Lind Hayes-Mary Healy program but the latter show just nosed out Art Linkletter's "People Are Funny."

Documentaries

Documentary type programming figured in the voting in several different categories. In radio, the CBS "Who Killed Michael Farmer?" analysis was named "Documentary of the Year," while in TV the CBS "Where We Stand" program seen on the "20th Century" series took top award in this class.

"Face the Nation," the CBS weekly news feature, was named best public service programming in radio. The CBS-TV programs on the Middle East Crisis, were voted the "Best Public Service Programming" in TV.

The Mutual Broadcasting System's "The World Today" was named "Best New Program Idea" in radio.

The "Color Program of the Year" award went to coverage of a pageant, the NBC-TV airing of the Rose Bowl Parade in Pasadena on New Year's Day.

Hi Brown, independent producer, repeated his win of last year in being voted radio's "Director of the Year." He is affiliated with such programs as Madeleine Carroll's "Affairs of Dr. Gentry," and "Don Ameche's Real Life Stories," both on NBC Radio.

Don Kellerman, CBS radio producer, received the nod as 1958's radio "Producer of the Year."

The Mitch Miller Show, on CBS Radio, was named radio's "Variety Show of the Year."

Male "Vocalist of the Year" in radio is Richard Hayes, an extremely popular choice.

Tommy Leonetti was voted the "Most Promising New Talent — Male" in the radio field.

An ASCAP song, "Volare," took top honors as the "Song Hit of the

(Continued on Page 11)

Critics And Editors Vote Radio-TV Tops

(Continued from Page 9)

Year" in radio. It was published by Robbins Music Co. Domenico Modugno wrote the music and the Italian lyrics. Mitchell Parish wrote the English lyrics.

"Sugartime," a BMI tune, was named "Song Hit of the Year" in TV. Published by Melody Lane, the words and music were written by Charlie Phillips and Odis Echols.

The "Children's Show of the Year" went to an expert in the field. The "Shirley Temple's Storybook" program, aired over NBC-TV was named winner in this category, a runaway favorite with the critics and editors. The program switched to ABC-TV this month.

Another well-known name, predating television, took a top award. CBS-TV's "Perry Mason" series, based on the Erle Stanley Gardner mystery stories, was named the "Best Filmed Series" in TV for 1958.

In the top five rankings, the "Man of the Year" in TV category had only one new name on the roster. Fred Astaire, who made his TV dancing debut this fall, was added to the list in place of Ed Wynn. Edward R. Murrow moved up from fourth place to second; Perry Como moved from second to third.

Dinah Shore's effervescence once again pushed her to the top as "Woman of the Year," followed by four new contenders: Shirley Temple, Julie Harris, Loretta Young and Lucille Ball — replacing Mary Martin, Giselle MacKenzie, Polly Bergen and Patti Page.

Four of the "Dramatic Show of the Year" winners were highly sensitive stories and one a comedy, ranking fifth. CBS-TV and NBC-TV fared rather evenly, with NBC-TV rating the first two spots, and CBS-TV the others.

The comedy show grouping saw two innovations, with two others changing spots. Jack Benny moved up one slot, and Phil Silvers fell three. "Father Knows Best" and the "Sid Caesar Chevy Show" replaced "The Real McCoys" and "Lucy and Desi."

School, space and international issues again won the race as best documentaries of the year, last year dealing with space, cosmic rays, Bill of Rights, the Clinton Story and Jazz.

Groucho Marx rose from fifth

(Continued in Column 4)

Astaire Impact

Fred Astaire captivated the hearts of TV viewers one night last fall when the all-time dancing great gave a third dimension to TV by seemingly dancing right into the living rooms.

TV— First Five —Radio

As Selected by Nation's Critics

—TELEVISION—

—Children's Show of Year—
Shirley Temple Storybook
Captain Kangaroo
N. Y. Philharmonic Young Peoples Concerts
Huckleberry Hound
Mickey Mouse Club

—Western Show of Year—
Gunsmoke
Maverick
Wagon Train
The Rifleman
The Texan

—Best Public Service Programming—
CBS News Coverage of Middle East Crisis
Continental Classroom
March of Medicine
Where We Stand
Loretta Young Show—The Twenty-Cent Tip

—Producer of the Year—
Bud Yorkin
Robert Saudek
John London
George Shaefer
Fred Coe

—Director of the Year—
Bud Yorkin
John Frankenheimer
Sidney Lumet
Tom Donovan
Robert Mulligan

—Variety Show of the Year—
Steve Allen Show
Perry Como Show
Dinah Shore Chevy Show
Bob Hope—Moscow
Ed Sullivan Show

—Vocalist of Year—Male—
Perry Como
Pat Boone
John Raitt
Alfred Drake
Bing Crosby

—Vocalist of Year—Female—
Dinah Shore
Patti Page
Edie Adams
Carmel Quinn
Dorothy Collins

—Song Hit of the Year—
Sugartime
Tom Dooley
Volare
Catch A Falling Star
Return To Me

—Most Promising New Talent—Male—
Efrem Zimbalist, Jr.
Chuck Conners
Steve Lawrence
Christopher Plummer
George Montgomery

—Most Promising New Talent—Female—
Barrie Chase
Eydie Gorme
Mary Healy
Elaine May
Pat Suzuki

—RADIO—

—Best Public Service Programming—
Face The Nation
Biographies In Sound
P.O.W.—A Study In Survival
Who Killed Michael Farmer?
Hidden Revolution

—Producer of the Year—
Don Kellerman
Al Capstaff
Jay McMullen
Bob Sadoff
Norman Macdonnell

—Director of the Year—
Hi Brown
Parker Gibbs
Ira Ashley
William Robson
Bruno Zirato, Jr.

—Variety Show of the Year—
Mitch Miller Show
Robert Q. Lewis Show
Breakfast Club
Bert Parks' Bandstand
Arthur Godfrey Time

—Vocalist of Year—Male—
Richard Hayes
Larry Dean
Dick Noble
Stuart Foster
Tommy Edwards

—Vocalist of Year—Female—
Pat Zuzuki
Alice Lon
Louise O'Brien
Judy Johnson
Carmel Quinn

—Song Hit of the Year—
Volare
Tom Dooley
Catch A Falling Star
Witchcraft
Return To Me

—Most Promising New Talent—Male—
Tommy Leonetti
Jack Owens
The Four Freshmen
Tommy Edwards

—Most Promising New Talent—Female—
Pat Zuzuki
Louise O'Brien
Arlene Dalton
Keely Smith

Competition Heavy In Ballot Tallies

to first in Quiz Shows. "The Price Is Right" retained its position.

Lindsey Nelson moved up to second place spot, as the "Sportscaster of the Year" on TV.

Paar On Vacation

Jack Paar resting in Florida with wife and daughter for two weeks from rigors of nine hours on the air each week with his Award-Winning "Jack Paar Show." The "Man of the Year" now tapes his show at 8:15 p.m., giving him a breather from the 11:15 stint he filled for nearly two years.

The "Man of the Year" in Radio last year repeated himself this year, but his company was entirely different. In order, Robert Q. Lewis, Stan Freeberg, Walter O'Keefe and Jim Backus finished second to fifth last year.

Pauline Frederick made the list again this year, in "Woman of the Year" though dropping from second to fifth. This year the acting profession is adequately represented. Last year's list was comprised of Rosemary Clooney, Dorothy Olson, Kate Smith and "Monitor" weather girl, Tedi Thurman.

Art Linkletter captured two positions this year, absent last year in the comedy show grouping. They were Jack Benny, Bob and Ray, Stan Freeberg, Amos 'n Andy and Robert Q. Lewis.

In Musicals, the Philharmonic moved up to first from third, the NBC Bandstand fell one, the Met remained in the same place; the Woolworth Hour and Jim Backus were replaced.

Lowell Thomas is filling the third-place position occupied by John Daly last year, who fell to fourth place.

Domestic issues again furnished the stories for the winners of Documentaries of the year in radio. Last year the list included "Biographies in Sound," "Operation Newsbeat," "NBC Nighline," "Disaster" (Red Cross Series) and Galindez-Murphy Case.

The New Program Ideas in radio last year included "NBC Nightline," Jim Backus Show," "Sez Who!" and "Operation Newsbeat."

Responses this year to Radio Television Daily's All American Poll winners has been overwhelming and it marked the heaviest balloting in the 17 years that the poll has been in existance.

Much of the credit and interest generated through the years has come from the nation's radio-TV critics, feature writers and editors serving leading American newspapers, magazines and fan publications.

Radio-TV Daily
Apr 16, 1958

CAUTION: For National Release at 7 P.M. January 18th, or thereafter.

A PERSONAL NOTE TO YOU:

Here they are . . . RADIO-TELEVISION DAILY'S All American Poll winners for 1958, as voted by the representative radio-television critics, feature writers and editors serving leading American newspapers, magazines and fan publications.

The story is for simultaneous national release at 7 p.m., January 18. In fairness to all participating editors and critics, I know you will regard the poll results as confidential until that date.

Layout possibilities to illustrate the story undoubtedly will suggest themselves to you.

CHAS. A. ALICOATE
Editor & Publisher
Radio-Television Daily

Radio-TV All American Award Winners Named

Jack Paar And Dinah Shore Take Top TV Honors; Radio Awards Are Headed By Edward R. Murrow And Marlene Dietrich

By CHAS. A. ALICOATE

Editor, Radio-Television Daily

Jack Paar and Dinah Shore retained their top rankings as TV's "Man of the Year" and "Woman of the Year" in the 1958 voting by 465 critics and editors throughout the country who participated in RADIO-TELEVISION DAILY's 17th annual All American Awards Poll. Edward R. Murrow, who quickly establishes himself at the top in any phase of broadcasting he enters, this year walked off with quadruple honors. He was voted "Man of the Year" in radio, "Commentator of the Year" in both radio and TV, and his new TV show, "Small World" was tabbed the "Best New Program Idea" in that medium. Marlene Dietrich, who has long been the epitome of feminine glamor in practically every avenue of show business, was voted "Woman of the Year" in radio.

Paar and Miss Shore were also multiple winners. Paar's late evening program on NBC-TV was voted "Comedy Show of the Year" and Dinah Shore received an overwhelming vote as TV's "Female Vocalist of the Year," a category in which she has been voted tops for the past five consecutive years.

This is the third year in a row in which Miss Shore has been voted TV's "Woman of the Year." Paar is also repeating the feat, having been voted TV's "Man of the Year" in 1957.

Winners Wear More Than One Hat

There were several others who wore more than one hat during 1958 and proved that they are outstanding in whatever they do. Jack Paar was voted "Man of the Year" in TV and his touch as a master entertainer and showman was evident in every finite detail. The program, voted TV's "Musical Show of the Year" will be repeated, via tape, on NBC-TV next month.

The Astaire show was in the picture with another award. Barrie Chase, the young dancer who made her debut on this program, was voted the "Most Promising New Talent—Female" in TV.

Mel Allen was voted "TV's Sportscaster of the Year," a position he has held each year since 1955.

Perry Como took honors as TV's "Male Vocalist of the Year" for the fifth consecutive time.

The "Steve Allen Show," seen Sunday evenings on NBC-TV, repeated as "Variety Show of the Year." This program edged out the popular "Ed Sullivan Show" in this category last year and repeated its performance in the 1958 voting.

The vote in the radio musical show category gives the lie to any who hold that American taste in music is limited to "pop" songs and rock 'n roll. Top position as "Musical Show of the Year" in radio was taken by the New York Philharmonic broadcasts aired over the CBS Radio Network.

Many of the races in the various categories this year, however, ended up in photo finishes. In the balloting for TV's "Most Promising New Talent—Male," Efrem Zimbalist, Jr., nosed out Chuck Connors of "Rifleman." And Connors was was only a leap ahead of Steve Lawrence. Zimbalist stars in Warner Brothers' "77 Sunset Strip" on ABC-TV.

Mel Allen, as TV's "Sportscaster of the Year" was only one step ahead of Lindsey Nelson. However, in the radio field, Lindsey Nelson forged to the front, taking top position as "Sportscaster of the Year," moving out ahead of last year's winner, Bill Stern, and such strong contenders as Phil Rizzuto, Harry Wismer and Frank Gifford.

As radio's "Comedy Show of the Year," the "Amos 'n Andy Show" was 12 votes ahead of ABC's Peter Lind Hayes-Mary Healy program but the latter show just nosed out Art Linkletter's "People Are Funny."

Documentaries Rated High in Voting

Documentary type programming figured in the voting in several different categories. In radio, the CBS "Who Killed Michael Farmer?" analysis was named "Documentary of the Year," while in TV the CBS "Where We Stand" program seen on the "20th Century" series took top award in this class.

"Face the Nation," the CBS weekly news feature, was named best public service programming in radio. The CBS-TV programs on the Middle East Crisis, were voted the "Best Public Service Programming" in TV.

The Mutual Broadcasting System's "The World Today" was named "Best New Program Idea" in radio.

The "Color Program of the Year" award went to coverage of a pageant, the NBC-TV airing of the Rose Bowl Parade in Pasadena on New Year's Day.

Hi Brown, independent producer, repeated his win of last year in being voted radio's "Director of the Year." He is affiliated with such programs as Madeleine Carroll's "Affairs of Dr. Gentry," and "Don Ameche's Real Life Stories," both on NBC Radio.

★ 1958 ★

All-American Awards of the Year

-TELEVISION-

MAN OF THE YEAR
JACK PAAR

WOMAN OF THE YEAR
DINAH SHORE

DRAMATIC SHOW OF YEAR
JOHNNY BELINDA—HALLMARK

COMEDY SHOW OF YEAR
JACK PAAR SHOW

MUSICAL SHOW OF YEAR
EVENING WITH FRED ASTAIRE

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHERE WE STAND

QUIZ SHOW OF YEAR
GROUCHO MARX

BEST NEW PROGRAM IDEA
SMALL WORLD

SPORTSCASTER OF YEAR
MEL ALLEN

COLOR PROGRAM OF YEAR
ROSE BOWL PARADE

BEST FILMED SERIES
PERRY MASON

CHILDREN'S SHOW OF YEAR
SHIRLEY TEMPLE STORYBOOK

WESTERN SHOW OF YEAR
GUNSMOKE

BEST PUBLIC SERVICE PROGRAMMING
CBS ON MIDDLE EAST CRISIS

PRODUCER OF YEAR
BUD YORKIN

DIRECTOR OF YEAR
BUD YORKIN

VARIETY SHOW OF YEAR
STEVE ALLEN SHOW

VOCALIST OF THE YEAR

during 1958 and proved that they are outstanding in whatever they attempt.

Groucho Marx's "You Bet Your Life" was voted "Quiz Show of the Year" in both radio and TV.

Pat Suzuki, *nisei* vocalist currently making a tremendous impact on Broadway as a star in Rodgers and Hammerstein's "Flower Drum Song," was given the Banzai! in two radio categories—as "Female Vocalist of the Year" and "Most Promising New Talent."

The CBS program, "Gunsmoke," won the top position as TV's "Western Show of the Year" but proved it is much more than merely a western show by again taking the first place as radio's "Dramatic Show of the Year." Last year this program won the same radio award and tied with NBC-TV's "Wagon Train" as TV's "Western Show of the Year."

In radio, the CBS "Amos 'n Andy" program, a perennial favorite, was voted the "Comedy Show of the Year" and the "Best Transcribed Series." Transcribed comedy series apparently are favorites in these categories. Last year the Jack Benny show, also on CBS, won both of these classifications.

Bud Yorkin, for his work on the NBC-TV program, "An Evening with Fred Astaire," was voted "Producer of the Year" and "Director of the Year."

Astaire supervised all phases of the production and his Stories," both on NBC Radio.

Don Kellerman, CBS radio producer, received the nod as 1958's radio "Producer of the Year."

The Mitch Miller Show, on CBS Radio, was named radio's "Variety Show of the Year."

Male "Vocalist of the Year" in radio is Richard Hayes, an extremely popular choice.

Tommy Leonetti was voted "Most Promising New Talent —Male" in the radio field.

An ASCAP song, "Volare," took top honors as the "Song Hit of the Year" in radio. It was published by Robbins Music Co. Domenico Modugno wrote the music and the Italian lyrics. Mitchell Parish wrote the English lyrics.

"Sugartime," a BMI tune, was named "Song Hit of the Year" in TV. Published by Melody Lane, the words and music were written by Charlie Phillips and Odis Echols.

The "Children's Show of the Year" went to an expert in the field. The "Shirley Temple's Storybook" program, aired over NBC-TV was named winner in this category, a runaway favorite with the critics and editors. The program switched to ABC-TV this month.

Another well-known name, pre-dating television, took a top award. CBS-TV's "Perry Mason" series, based on the Erle Stanley Gardner mystery stories, was named the "Best Filmed Series" in TV for 1958.

VOCALIST OF THE YEAR
PERRY COMO

MALE

DINAH SHORE

FEMALE

SONG HIT OF YEAR
SUGARTIME

MOST PROMISING NEW TALENT
EFREM ZIMBALIST, JR.

MALE

BARRIE CHASE

FEMALE

-RADIO-

MAN OF THE YEAR
EDWARD R. MURROW

WOMAN OF THE YEAR
MARLENE DIETRICH

DRAMATIC SHOW OF YEAR
GUNSMOKE

COMEDY SHOW OF YEAR
AMOS 'N' ANDY

MUSICAL SHOW OF YEAR
NEW YORK PHILHARMONIC BROADCASTS

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHO KILLED MICHAEL FARMER?

QUIZ SHOW OF YEAR
YOU BET YOUR LIFE

BEST NEW PROGRAM IDEA
THE WORLD TODAY

SPORTSCASTER OF YEAR
LINDSEY NELSON

BEST TRANSCRIBED SERIES
AMOS 'N' ANDY

BEST PUBLIC SERVICE PROGRAMMING
FACE THE NATION

PRODUCER OF YEAR
DON KELLERMAN

DIRECTOR OF YEAR
HI BROWN

VARIETY SHOW OF YEAR
MITCH MILLER SHOW

VOCALIST OF THE YEAR
RICHARD HAYES

MALE

PAT SUZUKI

FEMALE

SONG HIT OF YEAR
VOLARE

MOST PROMISING NEW TALENT
TOMMY LEONETTI

MALE

PAT SUZUKI

FEMALE

Saturday Review Awards
Award
April 24

April 30, 1959

Dear Pat:

Many thanks for your very nice letter of April 24th.

I will tell you, in all honesty, that I would withdraw all objections to citations if they were all as carefully chosen and generously worded as yours.

With best regards.

Sincerely yours,

Mr. William D. Patterson
Saturday Review
25 West 45 Street
New York 36, New York

mc

Saturday Review

25 West 45th Street, New York 36, N. Y.

Cable Address: Satrev, New York

William D. Patterson
Associate Publisher

April 24, 1959

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

I am well aware that you and Fred disapprove of awards. Therefore, we at Saturday Review owe you an apology, especially, I am sure, to Fred who feels very strongly on the subject.

Nevertheless, we have sent you under separate cover a Saturday Review certificate of Special Citation because of our respect for what you have done and stood for in the field of radio and television communication.

I can only reassure you that no luncheon is involved, no speech required, no dinner attendance requested, and no program mention asked for. You have only to receive the certificate as a testament of our professional regard for a colleague in a vital and difficult field of public information. We have voted only two of these in the seven years of our annual public interest awards.

Our apologies to you and Fred. I trust he will not explode, and that you will understand our intentions at least were honorable.

With cordial regards,

As ever,

Pat

William D. Patterson

P.S.
For the record, a copy of our April 18th issue is enclosed with the actual text of your citation on page 42.

cc: Fred Friendly

Enclosure

Awards

Press Information
485 Madison Ave., New York 22, N.Y.

April 20, 1959

FOUR CBS TELEVISION NETWORK SHOWS WIN "SATURDAY REVIEW" AWARDS FOR DISTINGUISHED ACHIEVEMENT IN PUBLIC SERVICE PROGRAMMING

Ed Sullivan, "Playhouse 90," "Small World," Bernstein Cited

"The Ed Sullivan Show," for its presentation of the Moiseyev Dancers, "Playhouse 90," "Small World" and "Lincoln Presents Leonard Bernstein and the New York Philharmonic," broadcast on the CBS Television Network, have won four of the annual Saturday Review television citations for distinguished achievement in the public service.

"The Ed Sullivan Show" was honored "for giving the American people a memorable artistic experience." The awards committee also cited "the judgement and showmanship of Ed Sullivan in devoting the entire hour of his program to a presentation of Russia's unique folk dancers to a nation-wide audience."

The Saturday Review praised "Playhouse 90" as a "serious dramatic show, prepared to invest substantial sums in big, live drama, (and) for contributing some of television's finest moments of the year."

"Small World" was cited "for creating the best new program of the year, (and) for breaking through the parochial barriers of geography, participants and subject matter to establish a vital relationship between television and the real world in which the American people live." The annual awards were announced in the publication's issue of April 18.

1959

SEVENTH ANNUAL
SATURDAY REVIEW AWARDS
SPECIAL CITATION

for

Distinguished Contribution to
Television and Radio as Media of
Public Communication and Information

Edward R. Murrow

is hereby cited for outstanding achievement in the field of radio and television that has served the public interest.

MEMBERS OF THE SELECTION COMMITTEE FOR
THE SEVENTH ANNUAL SATURDAY REVIEW AWARDS FOR DISTINGUISHED
ADVERTISING IN THE PUBLIC INTEREST

George V. Allen	Director	U. S. Information Agency
Harry A. Bullis	Chairman of the Board	General Mills, Inc.
Leo Burnett	Chairman of the Board	Leo Burnett Company, Inc.
John H. Casey	Professor of Journalism and Advertising	University of Oklahoma
G. D. Crain, Jr.	Publisher	Advertising Age
John P. Cunningham	President	Cunningham & Walsh, Inc.
Ben R. Donaldson	Advertising Consultant	Ford Motor Company
John R. Everett	President	Hollins College
Reynolds Girdler	Director, Public Relations and Advertising	Sinclair Oil Corporation
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Anna M. Rosenberg		Anna M. Rosenberg Associates
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Willard L. Thompson	Associate Professor, School of Journalism	University of Oregon
W. Allen Wallis	Dean, Graduate School of Business Administration	University of Chicago
Henry M. Wriston	President	The American Assembly, Columbia University

School Bell Award

June 28, 1960

national school public relations association

A Department of the National Education Association
1201 Sixteenth Street, Northwest, Washington 6, D. C.
ADams 4-4855

1935 • TWENTY-FIFTH ANNIVERSARY • 1960

cc: Mr. Edward R. Murrow

June 15, 1960

Mr. Frank Stanton, President
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

FOR YOUR INFORMATION

Dear Mr. Stanton:

It is my great pleasure to report to you that the Columbia Broadcasting System has been selected to receive three 1960 School Bell Awards for distinguished service in the interpretation of education. These Awards will be presented specifically for:

"Distinguished documentary interpretation of education during the school year 1959-60 aired over a national television network. The Columbia Broadcasting System for 'Who Speaks for the South?' a one-hour program in the CBS Reports series, televised May 26, 1960. Fred W. Friendly, executive producer, Arthur D. Morse, reporter-producer, Edward R. Murrow, narrator.

"Distinguished discussion on education during the school year 1959-60 aired over a national television network: The Columbia Broadcasting System for 'How Can We Improve Our Education for Leadership?' a one-hour program in the Great Challenge series, produced by Harry Hasky, moderated by Howard K. Smith, and televised April 3, 1960.

"Distinguished documentary interpretation of education during the school year 1959-60 aired over a national radio network. The Columbia Broadcasting System for 'Education Limited,' a half-hour program in the Hidden Revolution series, produced by Arthur Rabin, narrated by Howard K. Smith, and broadcast March 8, 1960."

A complete list of the School Bell Awards which will be presented in all categories for outstanding interpretation of education by the press, network television, network radio, and national magazines, as well as for state and local reporting, is enclosed. This information is for release in a.m. papers, Wednesday, June 29.

The jury which selected the Award winners included the following presidents and executive directors of six national organizations which sponsor the Awards, and the United States Commissioner of Education:

(more)

AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS
Forrest E. Conner, St. Paul, Minn., President
Finis E. Engleman, Washington, D.C., Executive Secretary

COUNCIL OF CHIEF STATE SCHOOL OFFICERS
Oliver Hodge, Oklahoma City, Okla., President
Edgar Fuller, Washington, D.C., Administrative Director

NATIONAL ASSOCIATION OF SECRETARIES OF STATE TEACHERS ASSOCIATIONS
Phares E. Reeder, Charleston, W. Va., President
James L. McCaskill, Washington, D.C., Administrative Director

NATIONAL CONGRESS OF PARENTS AND TEACHERS
Mrs. James C. Parker, Chicago, Ill., President

NATIONAL EDUCATION ASSOCIATION OF THE UNITED STATES
Walter W. Kohelman, Fort Washington, Pa., President
William G. Carr, Washington, D.C., Executive Secretary

NATIONAL SCHOOL BOARDS ASSOCIATION
Roy O. Frantz, Pueblo, Colo., President
William A. Shannon, Evanston, Ill., Executive Director

UNITED STATES OFFICE OF EDUCATION
Lawrence G. Derthick, Washington, D.C., Commissioner

The 1960 Awards will be presented at the Second General Session of the National Education Association Convention in Los Angeles, California, on Tuesday, June 28, at 8:00 p.m. We hope very much that you or a representative of the Columbia Broadcasting System can be present at that time as a platform guest to receive the Award. We expect approximately 15,000 persons to attend the General Session at which the School Bell Awards will be presented. These will be delegates to the Representative Assembly of the National Education Association and other educators who will be attending the convention. If convenient, will you please send us by wire the name of the person whom you wish to accept the Award.

The National School Public Relations Association, coordinating agency for the School Bell Awards, will honor the recipients of the 1960 Awards at a dinner preceding the presentation ceremony. On behalf of President Clayton E. Rose, I extend to you or a representative of your organization an invitation to be present at this dinner, which will be held in the Garden Room East, Statler Hilton Hotel, Los Angeles, at 6:00 p.m. on Tuesday, June 28. This invitation is also extended to wives and husbands of the dinner guests. Either dinner jacket or business suit will be appropriate.

We shall appreciate it if you will return the enclosed reply form to us at your earliest convenience providing information necessary to complete the arrangements for the presentation ceremony and dinner honoring recipients.

Sincerely,

Roy K. Wilson

Roy K. Wilson
Secretary-Treasurer

rkw:hhc
enclosures

P.S.--If you require assistance on hotel accommodations in Los Angeles, please let us know and we will ask the Convention Bureau to do everything possible to help you.

CONFIDENTIAL until released for a.m. papers Wednesday, June 29

Announcing the

SCHOOL BELL AWARD WINNERS for 1960

For distinguished

service in the

interpretation of

education

To be presented June 28, 1960, Los Angeles, California

SCHOOL BELL AWARD WINNERS FOR 1960

PRESS

For distinguished comprehensive coverage of education during the school year 1959-60 by a press association or feature syndicate:

1. United Press International, Frank H. Bartholomew, president and general manager. For its weekly feature on education written by Louis Cassels, education editor

For distinguished continuous coverage of education problems of national significance during the school year 1959-60 by a newspaper:

2. The Providence Sunday Journal, Sevellon Brown, 3d, editor. For its education page edited by James K. Sunshine

For distinguished continuous coverage of education during the school year 1959-60 by a Sunday newspaper supplement:

3. Parade, Jess Gorkin, editor. For nine articles on educational topics of national significance published throughout the year

For distinguished editorial comment on educational problems of national significance published during the school year 1959-60 by a newspaper:

4. The New York Times, Charles Merz, editor. For more than a score of editorials and columns on its editorial page published throughout the year

For outstanding human interest interpretation of education during the school year 1959-60 through a cartoon series:

5. Charles M. Schulz, for his "Peanuts" series on the teacher, published October 5-10, 1959, and distributed to 350 newspapers by United Feature Syndicate, Inc.

NETWORK TELEVISION

For distinguished documentary interpretation of education during the school year 1959-60 aired over a national television network:

6. The National Broadcasting Company for "Back to School," a one-hour special program produced by Reuven Frank, narrated by David Brinkley, and televised August 25, 1959

7. The Columbia Broadcasting System for "Who Speaks for the South?" a one-hour program in the CBS Reports series, televised May 26, 1960. Fred W. Friendly, executive producer; Arthur D. Morse, reporter-producer; Edward R. Murrow, narrator

For distinguished discussion on education during the school year 1959-60 aired over a national television network:

8. The Columbia Broadcasting System for "How Can We Improve Our Education for Leadership?" a one-hour program in the Great Challenge series, produced by Harry Hasky, moderated by Howard K. Smith, and televised April 3, 1960

For distinguished dramatic interpretation of education during the school year 1959-60 aired over a national television network:

9. The National Broadcasting Company for "The Secret of Freedom," a special one-hour program written by Archibald MacLeish, produced by Robert D. Graff, and televised February 28, 1960

10. The American Broadcasting Company for "Teacher Comes to Dinner," a half-hour program in the Leave It To Beaver series, produced and written by Joe Connelly and Bob Mosher, and televised November 28, 1959

NETWORK RADIO

For distinguished documentary interpretation of education during the school year 1959-60 aired over a national radio network:

11. The Columbia Broadcasting System for "Education Limited," a half-hour program in the Hidden Revolution series, produced by Arthur Rabin, narrated by Howard K. Smith, and broadcast March 8, 1960

12. The National Broadcasting Company for "Education in America," a 90-minute program in the Image America series, produced by Peter Lasally, narrated by Bob Considine, and broadcast April 11, 1960

13. National Educational Television and Radio Center for "Everybody's Mountain," a 14-week series of half-hour programs, produced by Robert Lewis Shayon, and broadcast through the facilities of the 79-station National Association of Educational Broadcasters

NATIONAL MAGAZINES

For distinguished continuous coverage of education during the school year 1959-60 by a weekly or bi-weekly magazine of general circulation:

14. Look, Daniel D. Mich, editorial director: Coverage included

"Mentally Retarded Children--they can be helped," produced by Chandler Brossard, photographed by John Vachon, published November 24, 1959
"Our Children's Crucial Age,' a memo from Dr. James B. Conant," published April 12, 1960
"What is a college president?" by Laura Bergquist, published June 7, 1960
"What is a school superintendent?" produced by George B. Leonard, Jr., photographed by Cal Bernstein, published June 21, 1960

For distinguished coverage of education during the school year 1959-60 by a weekly or bi-weekly magazine of general circulation in a single article:

15. Newsweek, John Denson, editor. For the special report, "The Good American Teen-Agers--Their Problems...Their Achievements... Their Life," by Sheward Hagerty, education editor, published November 23, 1959

16. The Saturday Evening Post, Ben Hibbs, editor. For the article, "Men and Capital," by John Kenneth Galbraith, published March 5, 1960

For distinguished continuous coverage of education during the school year 1959-60 by a monthly magazine of general circulation:

17. The Atlantic, Edward Weeks, editor. Coverage included:

"Will Norfolk's Schools Stay Open?" by Forrest P. White, published September 1959
"The Change in Soviet Schooling," by Ernest J. Simmons, published October 1959
"English and American Education," by Sir Geoffrey Crowther, published April 1960
"Wanted: Professional Teachers," by Henry H. Hill, published May 1960

18. *National Parent-Teacher, Eva H. Grant, editor. Coverage included:

"How Good Is Ability Grouping?" by Martin Essex, published September 1959
"Time Out for Television: A Family Guide to Better Viewing," by Eva H. Grant, published September 1959
"Let's Get Rid of the Ghosts," by Edith G. Neisser, published February 1960
"Conditioning for College," by Lloyd S. Michael and Mildred G. Fox, published April 1960
"Let's Enlist Youth for Civic Service," by Charles W. Ferguson, published April 1960
"Children, Parents, and Schools in Soviet Russia," by J. C. Moffitt, published May 1960
"The Challenge of the Sixties: Educating for Power and Manpower," by James M. Rosbrow, published June 1960

*This selection was by special vote of the six sponsors of the School Bell Awards other than the National Congress of Parents and Teachers. The special citation, by these six sponsors, to the National Parent-Teacher reads: "For skill in carrying out its self-imposed mandate: to stir parents and other citizens to examine with insight and to act with foresight on critical issues in education, and also courageously to accept their responsibility for maintaining high standards for such out-of-school influences as television."

For distinguished coverage of education during the school year 1959-60 by a monthly magazine of general circulation in a single article:

19. Better Homes and Gardens, Hugh Curtis, editor. For the article, "How to undermine Junior's teacher," by Stanley and Janice Berenstain, published September 1959

20. Redbook, Robert Stein, editor. For the article, "What's Really Happening in Our Schools," by Robert Bendiner, published September 1959

For distinguished interpretation of education through a series of articles published during the school year 1959-60 by a monthly magazine of general circulation:

21. Woman's Day, Eileen Tighe, editor. For the three-part series by Charles A. Bucher, "Planning a College Education," published September 1959, January 1960, and April 1960

For distinguished editorial comment on an educational problem of national significance by a national magazine:

22. Architectural Forum, Douglas Haskell, editor. For the editorial, "Schools for an age of confusion," published November 1959

For distinguished interpretation of education through a cover illustration published during the school year 1959-60 by a magazine of general circulation:

23. The Saturday Evening Post, Ben Hibbs, editor. For the cover illustration by Amos Sewell, published December 12, 1959

STATE AND LOCAL REPORTING

For distinguished state or local reporting or interpretation of education during the school year 1959-60 by a magazine, newspaper, radio or television station:

24. The Eloy (Ariz.) Enterprise, Vince Taylor, editor and publisher. For its hard-hitting editorial, "What Makes Good Schools?" published February 11, 1960, whose argument for better schools, increased teacher salaries, and professional association membership for teachers carried impact far beyond the immediate community

25. Station KRON-TV, San Francisoo, California, for "Why, Teacher?" a 13-week series of half-hour programs, produced in cooperation with the California Teachers Association and carried by 20 broadcasting stations, including: KERO-TV, Bakersfield; KIEM-TV, Eureka; KFRE-TV, Fresno; KRCA-TV, Los Angeles; KVIP-TV, Redding; KCRA-TV, Sacramento; KSBW-TV, Salinas; KFSD-TV, San Diego; KSBY-TV, San Luis Obispo; KIVA-TV, Yuma, Ariz. (California Imperial Valley); KFRE, Fresno; KFOX, Long Beach; KVIP, Redding; KCRA, Sacramento; KITO, San Bernardino; KSCO, Santa Cruz; KSON, San Diego; KNBC, San Francisco; KVEC, San Luis Obispo.

26. The Baltimore (Md.) News-Post, Fred I. Archbold, publisher. For its continuing support of public education at both state and local levels, with special reference to the interpretive comment of Neil Swanson, editorial writer, in his column, "Spotlight"

27. Station WNEM-TV, Bay City, Michigan, for its weekly half-hour program on education, broadcast in cooperation with the public schools in the Bay City area; for its cooperation with the Michigan Education Association in presenting a series of half-hour television programs entitled "Constant Challenge"; for its scheduling of network programs devoted to education; and for its allocation of prime air time for discussion of local school issues

28. The Duluth (Minn.) Herald and News-Tribune, Orville E. Lomoe, executive editor. For comprehensive coverage of the schools, including a weekly major Sunday feature on education, prepared in cooperation with the Duluth public schools

29. Station KMOX-TV, St. Louis, Missouri, for "Challenge," a weekly public affairs program, produced by Parker Wheatley, in cooperation with the four major school systems of Greater St. Louis

30. The New Jersey Broadcasters Association for its cooperation with the New Jersey Education Association in placing a daily five-minute radio program, "Speaking of Schools," on the following 15 member stations; and for the stations' generous contribution of free air time for public understanding of the New Jersey college bond issue: WJLK, Asbury Park; WFPG, Atlantic City; WSNJ, Bridgeton; WCAM, Camden; WKDN, Camden; WMTR, Morristown; WCTC, New Brunswick; WNTA, Newark; WNNJ, Newton; WPRB, Princeton; WBUD, Trenton; WTTM, Trenton; WWBZ, Vineland; WCRV, Washington; and WCMC, Wildwood.

31. The Raleigh (N.C.) Times, Herbert O'Keef, editor. For comprehensive news reporting and more than 80 editorials on education which resulted in additional state support for schools, helped win bond issues, and increased public understanding of education in general, and North Carolina schools in particular

32, 33. Station KUED and The Deseret News for their participation in "Citizens, Look to Your Schools," arranged in cooperation with the University of Utah Extension Division, the Utah Congress of Parents and Teachers, the Utah State School Boards Association, the State Department of Public Instruction, and the Utah Education Association. This project included a weekly television discussion program over Station KUED for one hour, followed later in the evening by a 45-minute question period; The Deseret News devoted the major part of its editorial page to a discussion of the topic each week before the program was broadcast; and Lavor Chaffin, education editor of The Deseret News, prepared a booklet of background readings on the topics, which presented the case for and against various controversial issues in education

34. Station WRVA-TV, Richmond, Virginia, for its cooperation with the Virginia Education Association in producing a special program interpreting the financial crisis which confronted the Virginia public schools; for its permission to rebroadcast this program on every television station in the state; and for its continued public service to education

35. Station KOMO-TV, Seattle, Washington, for "What's New in the Schoolhouse?" a weekly half-hour series of programs on problems and ideas in education from kindergarten to college, produced and moderated by Mrs. Willis Camp.

News from the NATIONAL EDUCATION ASSOCIATION
1201 SIXTEENTH STREET, N.W. • WASHINGTON 6, D. C. • ADams 4-4855

For further information:
Beatrice M. Gudridge or Joseph Hanlon

FOR RELEASE: A.M. Papers
Wednesday, June 29, 1960

School Bell Awards Recognize
Excellence in Education Reporting

LOS ANGELES, June 28 -- School Bell Awards for distinguished interpretive reporting on education were presented tonight to 35 winners in the fields of publishing and broadcasting.

The awards, walnut-based bronze medallions depicting in relief an old-fashioned school bell, were presented to the winners at the second general assembly of the National Education Association at its convention here.

The presentations were made by Clayton E. Rose of Albany, N.Y., president of the National School Public Relations Association (NSPRA), and director of public relations for the New York State Teachers Association. NSPRA is coordinating agency for the awards, made by seven national education associations.

A developing trend toward expanded local coverage of education is reflected in the awards this year by 12 citations for distinguished reporting at the local and state levels. Formerly there was only one award in this category.

On the national level there were five awards in the press category, as follows:

(more)

Complete list of awards is attached.

United Press International -- for its weekly feature on education, written by Louis Cassels, education editor.

The Providence Sunday Journal -- for its education page edited by James K. Sunshine.

Parade -- for nine articles on education published during the year

The New York Times -- for more than a score of editorials and columns on its editorial page, published during the year

Charles M. Schulz -- creator of "Peanuts," for his series on the teacher published in October and distributed by United Features Syndicate, Inc.

Ten of the awards went to national magazines, as follows:

Look -- for continuous coverage by a weekly or by-weekly.

Newsweek -- for distinguished coverage in a single article, a special report, "The Good American Teen-Ager," by Sheward Hagerty, education editor.

The Saturday Evening Post -- for distinguished coverage in a single article, "Men and Capital," by John Kenneth Galbraith.

The Atlantic -- for distinguished continuous coverage by a monthly.

National Parent-Teacher -- for distinguished continuous coverage. (The National Congress of Parents and Teachers, one of the sponsoring organizations, did not participate in designation of the National Parent-Teacher for an award.)

Better Homes and Gardens -- for distinguished coverage in a single article, "How to undermine Junior's teacher," by Stanley and Janice Berenstain.

Redbook -- for distinguished coverage in a single article, "What's Really Happening in Our Schools," by Robert Bendiner.

Woman's Day -- for distinguished coverage in a series of articles, "Planning a College Education," by Charles A. Bucher.

(more)

Architectural Forum -- for editorial comment, on a national educational problem, in the editorial, "Schools for an Age of Confusion."

The Saturday Evening Post -- for a cover illustration by Amos Sewell, published Dec. 12, 1959.

There were two awards for documentary interpretation on network television. NBC-TV was cited for "Back to School," a one-hour special produced by Reuven Frank and narrated by David Brinkley, while CBS-TV was cited for "Who Speaks for the South?," a one-hour program in the "CBS Reports" series, narrated by Edward R. Murrow, with Fred W. Friendly as executive producer and Arthur D. Morse as reporter-producer.

Other network television awards:

The Columbia Broadcasting System -- for a discussion program, "How Can We Improve Education for Leadership?" a one-hour program in the "Great Challenge" series, produced by Harry Hasky, moderated by Howard K. Smith.

The National Broadcasting Company -- for dramatic interpretation, "The Secret of Freedom," a one-hour special, written by Archibald MacLeish, produced by Robert D. Graff.

The American Broadcasting Company -- for dramatic interpretation, "Teacher Comes to Dinner," a half-hour program in the "Leave It To Beaver" series, produced and written by Joe Connelly and Bob Mosher.

For network radio there were three awards for documentary interpretation as follows:

The Columbia Broadcasting System -- for "Education Limited," a half-hour in the "Hidden Revolution" series, produced by Arthur Rabin, narrated by Howard K. Smith.

The National Broadcasting Company -- for "Education in America," a 90-minute program in the "Image America" series, produced by Peter Lasally, narrated by Bob Considine.

(more)

The National Educational Television and Radio Center -- for "Everybody's Mountain," a 14-week series of half-hour programs, produced by Robert Lewis Shayon, and broadcast through facilities of the 79-station National Association of Educational Broadcasters.

Awards for state and local reporting were as follows:

The Eloy (Ariz.) Enterprise -- for an editorial, "What Makes Good Schools?"

Station KRON-TV, San Francisco, Calif. -- for "Why, Teacher?," a 13-week series, produced in cooperation with the California Teachers Association.

The Baltimore News-Post -- for continuing support of education, with special reference to interpretive comment by Neil Swanson in his column, "Spotlight."

Station WNEM-TV, Bay City, Mich. -- for a weekly half-hour program broadcast in cooperation with public schools of the area and for other education coverage.

The Duluth Herald and News-Tribune -- for comprehensive coverage, including a weekly Sunday feature prepared in cooperation with Duluth public schools.

Station KMOX-TV, St.Louis -- for "Challenge," a weekly program produced in cooperation with four major school systems of Greater St.Louis.

The New Jersey Broadcasters Association -- for cooperation with the New Jersey Education Association in placing a daily five-minute program, "Speaking of Schools," on 15 member stations.

The Raleigh (N.C.) Times -- for comprehensive news reporting and editorial comment in support of schools.

Station KUED and The Desert News, Salt Lake City, Utah, -- (two awards), for their participation in "Citizens, Look To Your Schools," a weekly television discussion series, and for other educational activities.

(more _

Station WRVA-TV, Richmond, Va. -- for cooperation with the Virginia Education Association in producing a special program interpreting the financial crisis confronting Virginia schools, and for other educational activities.

Station KOMO-TV, Seattle, Wash. -- for "What's New in the Schoolhouse?," a program reporting new school developments, produced and narrated by Mrs. Willis Camp.

(more)

The seven national organizations which sponsor the School Bell Awards, and the representatives who selected the award recipients were:

AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS
Forrest E. Conner, St. Paul, Minn., President
Finis E. Engleman, Washington, D.C., Executive Secretary

COUNCIL OF CHIEF STATE SCHOOL OFFICERS
Oliver Hodge, Oklahoma City, Okla., President
Edgar Fuller, Washington, D.C., Executive Secretary

NATIONAL ASSOCIATION OF SECRETARIES OF STATE TEACHERS ASSOCIATIONS
Phares E. Reeder, Charleston, W. Va., President
James L. McCaskill, Washington, D.C., Administrative Director

NATIONAL CONGRESS OF PARENTS AND TEACHERS
Mrs. James C. Parker, Grand Rapids, Mich., President

NATIONAL EDUCATION ASSOCIATION OF THE UNITED STATES
Walter W. Eshelman, Fort Washington, Pa., President
William G. Carr, Washington, D.C., Executive Secretary

NATIONAL SCHOOL BOARDS ASSOCIATION
Roy O. Frantz, Pueblo, Colo., President
William A. Shannon, Evanston, Ill., Executive Director

UNITED STATES OFFICE OF EDUCATION
Lawrence G. Derthick, Washington, D.C., Commissioner

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Soc. for the Family of Man Awards

FAMILY OF MAN AWARD DINNER
Honoring
GENERAL DWIGHT D. EISENHOWER

CHAIRMAN
The Hon. John Hay Whitney

HONORARY CHAIRMEN
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Walt Disney
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John L. Loeb
George H. Love
Henry R. Luce
Andre Meyer
George S. Moore
J. Wilson Newman
Philip D. Reed
Mrs. Mary G. Roebling
General David Sarnoff
Albert Schiff
David Schwartz
Dale E. Sharp
Herbert R. Silverman
Sidney L. Solomon
Joan Crawford Steele
Robert T. Stevens
Norman H. Strouse
Arthur Ochs Sulzberger
Walter N. Thayer
Lynn A. Townsend
Mrs. Ronald Tree
Robert C. Tyson
Harry Van Arsdale, Jr.
Paul Felix Warburg
Arthur K. Watson
Thomas J. Watson, Jr.
Sidney J. Weinberg
Leslie B. Worthington

TREASURER
Cleveland E. Dodge

October 30, 1964

Mr. Edward R. Murrow
Glen Arden Farm
Pauling, New York

Dear Mr. Murrow:

Enclosed is a check for $5,000.00 which is, as you know, the grant made to you by The Society For The Family Of Man.

I would like to take this opportunity to say that the Judges decision making this Award to you is one I would have made myself.

I wish to express my congratulations and best wishes. Should you need any information or materials at any time in the future, please do not hesitate to call on me.

Cordially,

Joaquin Fiorillo

Joaquin Fiorillo
Director of Development

JF:jc
Enc.

On behalf of the Non-Sectarian Youth and Community Services of the Protestant Council, Suite 456, 475 Riverside Drive, New York, N.Y. 10027

Awards

State of Israel Bonds
Feb 23, 1961

January 9, 1961

Dear Mr. Shafran:

Please pardon the delay in answering your letter of December 20th. I have been much out of the office during the past weeks.

I am flattered that the State of Israel Bond organization in Cleveland had planned to bestow the Medallion of Valor Award upon me at the Commendation Dinner on February 23rd, and it is with great regret that I must tell you that it is impossible for me to make a personal appearance to accept this Award. Please do not regard this as any lack of appreciation on my part. The fact is that I have finally had to decide whether to devote my time and energies to my work in radio and television or to accept invitations to attend such pleasant occasions.

Again my thanks.

Sincerely yours,

Mr. Nathan Shafran, General Chairman
State of Israel Bonds
1610 Euclid Avenue
Cleveland 15, Ohio

ERM:gw

DEVELOPMENT CORPORATION FOR ISRAEL

Cleveland Committee

STATE OF ISRAEL BONDS

1610 EUCLID AVE. CLEVELAND 15, OHIO CHERRY 1-0185

RABBI ABBA HILLEL SILVER, Chairman
National Board of Governors

JUDGE JOSEPH SILBERT
General Chairman

CHARLES FLECK
ISRAEL TASLITT
General Co-Chairmen

MRS. EZRA SHAPIRO, Chairman
Women's Division

JACK N. MANDEL, Chairman
Executive Committee

DAVID I. SINDELL, Chairman
Board of Governors

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Trustees

LOUIS L. SCHAFFER, Co-Chairman
Trustees

MAURICE SALTZMAN, Chairman
Re-enrollment

JUDGE ARTHUR KRAUSE, Chairman
High Holy Days

MAX APPLE, Chairman
Miami Mobilization

NATE SHAFRAN, Chairman
Trade Divisions

IRVING I. STONE, Chairman
Builders of Israel

SAMUEL ABRAMS, Chairman
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HENRY GRAY, Chairman
Redemptions

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CO-CHAIRMEN OF
RELIGIOUS COUNCIL

RABBI LOUIS ENGELBERG
RABBI ALAN S. GREEN
RABBI JACK HERMAN

(in formation)

PAST CHAIRMEN

MAX APPLE - 54
MAX J. GREENWALD - 53
MYRON GUREN - 58
JUDGE ARTHUR KRAUSE - 57
ALBERT A. LEVIN - 52
JACK N. MANDEL - 55-56-59
EZRA SHAPIRO - 51
DAVID I. SINDELL - 55-56

December 20, 1960

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

JACK SPENCER
City Manager

Dear Mr. Murrow:

Few men in the course of a lifetime have the opportunity to help shape the political, economic, social or cultural destiny of a nation. In our own time, the rebirth of the State of Israel has brought to the fore a limited number of men who, through their interest in the advancement of freedom and human dignity throughout the world, have helped create the character of Israel through the selfless contribution of their time, energy and talents in their respective fields of endeavor.

On Thursday evening, February 23, 1961, at the Jewish Community Center in Cleveland, ten such men will receive the grateful acknowledgement of the people and Government of Israel at the State of Israel Commendation Dinner in their honor.

On behalf of the State of Israel Bond organization, under whose sponsorship this international event will be held, it is our great privilege to notify you of your selection as one of those so to be honored, and to invite you to accept the Medallion of Valor Award of the State of Israel at this notable occasion. At the request of the Israel Government, the presentations will be made by His Excellency, Abba Eban, Minister of Education of the State of Israel.

It is with the deepest sense of appreciation for your efforts in the economic development of the State of Israel, as evidenced by your participation in numerous public functions, and for your unwavering support of Israel as an outpost of democracy in the Middle East, that you have been designated for this special recognition. Your noteworthy contribution has indeed merited not only the plaudits of the citizens of Israel, but all the Jewish people and the democratic nations of the world.

We sincerely hope we may have the privilege of receiving you on February 23, and shall look forward with anticipation to your early reply.

Sincerely,

STATE OF ISRAEL

Nate Shafran

Nathan Shafran
General Chairman, 1961

NS:ght

TV-Radio Mirror ~~Also~~ Ans

March 23, 1959

April 8, 1959

Miss Ann Mosher
TV Radio Mirror
205 East 42nd Street
New York 17, N.Y.

Dear Miss Mosher:

I have just returned from a trip to London, Paris, Berlin and Bonn, to find the TV RADIO MIRROR awards waiting for me. I am indeed honoured and much encouraged by this evidence of satisfaction on the part of the audience and will hope to merit its approval in the future.

Sincerely yours,

EKM:skh

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

TV-Radio Mirror

MR. ED MURROW
485/17

April 2, 1959

CBS RADIO PROGRAMS, PERSONALITIES CITED FOR GOLD MEDAL AWARDS

Ten first place gold medals were voted to CBS Radio programs and personalities in the 12th annual poll of readers of TV-Radio Mirror, it was announced in the magazine's April issue, on the stands today. In the 17 categories of voting, the ten CBS Radio winners are:

Drama	"Gunsmoke"
Comedy-Variety	"Amos 'n' Andy Music Hall"
Religious Music	Salt Lake Tabernacle Choir
News Program	Edward R. Murrow and the News
News Commentator	Edward R. Murrow
Best Half-Hour	Art Linkletter's "House Party"
Dramatic Actor	Sandy Becker, as star of "Young Dr. Malone" serial
Dramatic Actress	Julie Stevens, as star of "Romance of Helen Trent" serial
Evening Master of Ceremonies	Mitch Miller
Radio Team	Peg Lynch and Alan Bunce, stars of "The Couple Next Door" series

Many of the cited programs and individuals are repeat winners. "Gunsmoke" has in its seven years on CBS Radio won that number of gold medals. Sandy Becker is receiving his fifth medal for the characterization of "Young Dr. Malone." Each of the five years of the "Amos 'n' Andy Music Hall" is matched with a gold medal award. Art Linkletter, as a personality or in "House Party" designation, is being cited for the 12th consecutive year.

* * *

TV RADIO MIRROR

March 23, 1959

Mr. Edward R. Murrow
CBS Radio
485 Madison Avenue
New York 22, N.Y.

6.

ATTENTION: Mr. Ed Bliss

Dear Mr. Murrow:

It's a great pleasure to inform you that "Edward R. Murrow With The News" was selected the "Favorite Radio News Program" by the readers of TV RADIO MIRROR Magazine in its 12th annual awards poll. The readers also voted you their "Favorite Radio News Commentator." The two TV RADIO MIRROR gold medals covering these awards are sent herewith, with certificates emblematic of the awards. As you no doubt recall, these are the only awards based on a nationwide poll of TV viewers and radio listeners.

Also enclosed is an advance copy of the Awards Issue of TV RADIO MIRROR which carries the complete story of the awards. The issue will be on newsstands nationally on Thursday, April 2nd. In line with this, will you please keep the awards confidential until that date. Congratulations and best regards.

Cordially,

Ann Mosher

Ann Mosher
Editor

AM:cf
Enc.

P.S. If you desire, I can have up to three more award certificates made up for one or both of the awards. Please let me know if you will need these additional ones.

205 EAST 42 STREET NEW YORK 17, N. Y.

In the Annual Awards Poll Conducted by

TV RADIO MIRROR

American Radio Listeners Have Chosen

Edward R. Murrow

as their

FAVORITE NEWS COMMENTATOR

J. S. Mantlemire

PUBLISHER
TV RADIO MIRROR

Jim Mosher

EDITOR
TV RADIO MIRROR

In the Annual Awards Poll Conducted by

TV RADIO MIRROR

American Radio Listeners Have Chosen

Edward R. Murrow With The News

as their

FAVORITE NEWS PROGRAM

F. S. Manheimer

PUBLISHER
TV RADIO MIRROR

Ann Moshier

EDITOR
TV RADIO MIRROR

U.S. Army Reserve
Palladino, Ralph
(Major Genl)
Awards
July 7, 1958

July 21, 1958

F.

Major General Ralph A. Palladino
Chief, US Army Reserve and ROTC Affairs
Washington 25, D.C.

Dear General Palladino:

I seize this first opportunity to express my thanks for the generous citation and lapel button which you were good enough to send me.

I shall hope to express my thanks in person when next I am in Washington. Meanwhile, if I can be of service to your department, you have but to command me.

Sincerely yours,

ERM:skh

July 16, 1958

Major General Ralph A. Palladino
Chief, US Army Reserve and ROTC Affairs
Washington 25, D.C.

Dear Sir:

As Mr. Murrow is at present away from New York, I wish to thank you on his behalf for the Certificate of Appreciation for Patriotic Civilian Service, the Citation, and the lapel button which arrived with your letter of July 7 today.

I know that Mr. Murrow will be deeply appreciative of this honour and will be writing to you himself as soon as he returns to the city.

Very truly yours,

Sheila Hogg
Secretary to Mr. Murrow

skh

DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF, U. S. ARMY RESERVE AND ROTC AFFAIRS
WASHINGTON 25, D. C.

7 July 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I am inclosing your well-deserved citation and lapel button for Patriotic Civilian Service which expresses the Army's appreciation for the invaluable service you gave my office. We have been unable to get together on an appropriate occasion to personally make this award to you. Rather than hold it any longer, I have taken the liberty to mail it to you.

I fully appreciate that this is a rather inauspicious way in which to make this award, but even in its mailing, we here in Army are nonetheless sincere in expressing our heartfelt thanks for the splendid job you did for us in narrating our documentary film series.

It may yet be my pleasure to meet you and thank you personally.

Sincerely,

Ralph A. Palladino

RALPH A. PALLADINO
Major General, USA
Chief, U. S. Army Reserve
and ROTC Affairs

DEPARTMENT OF THE ARMY
WASHINGTON

9 May 1957

The Secretary of the Army takes pride in presenting the Certificate of Appreciation to

MR. EDWARD R. MURROW
COLUMBIA BROADCASTING SYSTEM

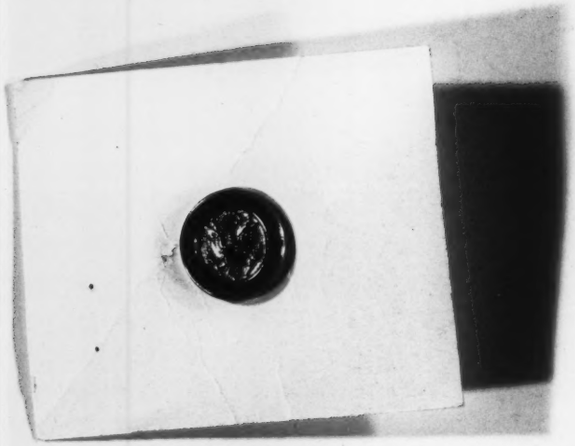
for service as set forth in the following

CITATION:

EDWARD R. MURROW, for outstanding patriotic civilian service to the Department of the Army. During the period June 1955 through October 1955, Mr. Murrow gave unstintingly of his time and services without pay in the production of three films of the Army Reserve's documentary film series designed to support the Reserve Forces Act of 1955. At Valley Forge on 22 February, this year, the Freedoms Foundation awarded the film series first prize for 1956 in the "Americana" division in recognition of ". . . outstanding achievement for bringing about a better understanding of the American way of life." The warmth and drama given to these films by Mr. Murrow contributed materially to the motivation and high professional finish for which they have been acclaimed. Largely through his skill, thoroughness, and cooperation, the films, "The Whites of Their Eyes" -- awarded a separate first prize by the Freedoms Foundation -- "Tale of 2,000 Cities," and "Fire Power," helped earn public support and understanding of the Reserve Forces Act of 1955, and the following accolade from the President of the Freedoms Foundation: "Surely your works are superlative in every sense and we are pleased to pay these works our high honor." The generous public service rendered by Mr. Murrow has been of great benefit to the entire military establishment and merits the recognition of his fellow Americans, and this expression of appreciation by the Department of the Army.

Wilber M. Brucker

Wilber M. Brucker
Secretary of the Army



For

The D

D

C

Cen

Washington, D.C

9 May 1957

For Patriotic Civilian Service to

Department of the Army

Edward R. Murrow

COLUMBIA BROADCASTING SYSTEM

is hereby presented this

Certificate of Appreciation

UNITED STATES OF AMERICA
WAR OFFICE

Wilber M. Brucker
Secretary of the Army

D.C.

7

Zeta Beta Tau Fraternity
April 22, 1958

March 20, 1958

Dear Mr. Fishel:

Very many thanks for your cordial letter of March 6th. I deeply appreciate the honor conferred upon me by the Zeta Beta Tau Fraternity in awarding me its Gottheil Medal for the year 1957.

I hope very much that it will be possible for me to join you at the Harmonie Club on Tuesday evening, April 22nd in order to receive the award in person. And unless my duties as a reporter call for me to be absent from the city, I shall certainly be there.

Sincerely yours,

Mr. Stanley I. Fishel
National President
Zeta Beta Tau Fraternity
270 Madison Avenue
New York 16, New York

mcc

Zeta Beta Tau Fraternity

STANLEY I. FISHEL
National President
270 MADISON AVENUE
NEW YORK 16, N. Y.

March 6, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

The Zeta Beta Tau Fraternity has voted to award you its Gottheil Medal for the year 1957. This award is given periodically to that individual whose activities best promote better human understanding among people.

You join a distinguished company of recipients of our Gottheil Medal. First established in 1925 to honor the founder of Zeta Beta Tau, the late Professor Richard J. H. Gottheil, this medal has been given in years past, among others, to these distinguished Americans; the late Franklin D. Roosevelt; former Senator Herbert H. Lehman; the late Rev. John Haynes Holmes; Judge Joseph M. Proskauer; Mrs. Eleanore Roosevelt; Jacob Blaustein and Bernard M. Baruch.

I know of no one on this distinguished list of Gottheil Medal holders who merited it more than do you. In the field of mass communications, you have effectively and persuasively promoted better understanding among peoples among all races, colors and creeds.

Zeta Beta Tau would like to present this medal to you in person on the occasion of the celebration of its 60th Anniversary Old Timers' Day. This function will be held on Tuesday evening, April 22nd at the Harmonie Club, 4 East 60th Street, New York City. We would reach the point on our program for the presentation to you of the Gottheil Medal between 9:00 and 9:30 P. M. that evening. We would be delighted to have you attend on that evening to accept this medal in person and to respond briefly. Earlier that evening we would be inducting into honorary membership into Zeta Beta Tau Fraternity several distinguished citizens of the greater New York City area who would also speak.

I shall be glad, of course, to confer with you in person if you like to tell you more about this award and the Fraternity. For the moment, I think you would want to know that Zeta Beta Tau was founded in 1898, as the first national college Greek letter society open ~~to undergraduates~~ of the Jewish faith. It was founded by the late Professor Gottheil, a man most interested in the rights of minorities.

As time has gone by and our Fraternity has installed chapters at 46 leading colleges and universities throughout the United States and Canada, Zeta Beta Tau, until 1954, was the largest, best known and, of course, the oldest fraternity in our field.

As changes have come on college campuses, and more and more of our non-Jewish colleagues have opened their doors to Jewish students, Zeta Beta Tau decided that its original mission to provide the benefits of fraternity life to Jewish students had been accomplished, and we in turn became non-sectarian. Today, Zeta Beta Tau is proud that it now has as members, both at the undergraduate and at the honorary level, men of all religions, races and creeds.

I think you might also want to know that included in the membership of Zeta Beta Tau, either at the undergraduate or honorary level, are men such as these: Professor I. I. Rabi, Nobel prize winner and atomic physicist; Dr. Lewis Webster Jones, President of Rutgers University; Bernard M. Baruch; William S. Paley; Henry Morgenthau, Jr.; Senator Richard L. Neuberger; Jacob Blaustein and Supreme Court Justices Cardozo and Frankfurter.

I do hope indeed, sir, that you will find it possible to accept our award and be with us in person on April 22nd.

Sincerely yours,

Stanley I. Fishel

SIF:BK

Zeta Beta Tau Fraternity

STANLEY I. FISHEL
National President
270 MADISON AVENUE
NEW YORK 16, N. Y.

March 21, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

I am delighted to have your letter of March 20, about the awarding of Zeta Beta Tau's Gottheil Medal to you for 1957.

I certainly hope that your schedule will permit you to be present in person to receive it on Tuesday evening, April 22, at the Harmonie Club.

I am looking forward to greeting you then.

Sincerely,

Stanley Fishel

Stanley I. Fishel

SIF:jr

Put on Vlist Every Post!

Zeta Beta Tau Fraternity

CENTRAL OFFICE
124 EAST 40TH STREET
NEW YORK 16, N. Y.
OX 7-5350

April 18, 1958

Mr. Edward R. Murrow
CBS-TV
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

We are very pleased that you will be present at our 60th Anniversary Old Timers Day gathering at the Harmonie Club on the evening of Tuesday, April 22nd, to receive our Fraternity's Gottheil Medal.

Stanley I. Fishel, our National President, who has been out-of-town for several days, asked me to inform you that John A. Aaron, of your staff and a member of Zeta Beta Tau, has been asked to escort you to our gathering and has agreed to do this.

If convenient to you, we suggest that you arrive at the Harmonie Club about 9:15 P.M.

Cordially yours,

Lee Dover

Lee Dover
General Secretary

LDD:df

ccs: Mr. John A. Aaron
Mr. Stanley I. Fishel, National President, ZBT

Awards.
Beta Beta Tau
May: Put on List

May 5, 1958

Dear Mr. Fishel:

Your Fraternity did me great honor in a most gracious fashion, and I enjoyed the occasion immensely, although I fear that my remarks were altogether inadequate for the occasion.

Cordially yours,

Mr. Stanley I. Fishel
270 Madison Avenue
New York 16, New York

fc

Zeta Beta Tau Fraternity

STANLEY I. FISHEL
National President
270 MADISON AVENUE
NEW YORK 16, N. Y.

April 29, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

Please accept the sincere thanks of Zeta Beta Tau for your wonderful "Person to Person" appearance at our 60th anniversary celebration last Tuesday night. Your response to Lou Cowan's presentation of our Gottheil Medal was the highlight of the evening, and made our anniversary celebration a cherished memory for all who were present.

Thank you, too, for staying on so long, well beyond the call of courtesy. The young men who surrounded you after the program was finished, and tied you up for so long with so many questions, will never forget the experience, I know.

Cordially yours,

Stanley I. Fishel

Stanley I. Fishel

SIF:jr

Geo. Foster Peabody Award

9503 La Jolla Farms Road
La Jolla, California
April 14, 1964

Mr. John E. Drewry, Dean
Henry Grady School of Journalism
The University of Georgia
Athens, Georgia

Dear Mr. Drewry:

Mr. Carl Rowan, Director of the United States Information Agency, forwarded your letter to my husband at the end of last month. Since its arrival, Ed has been ill with pneumonia and not until today did we remember that we had not written to tell you that Ed would not be able to be present to receive the George Foster Peabody award on April 29. He regrets very much that he cannot be there to see many of his old friends. He asks me to say that he thinks that in his absence it would be appropriate for Mr. Henry Loomis, Director of the Voice of America, to accept the award.

May I add a personal note? I should like to tell you how appreciative we are of the special tribute which you wish to make to my husband. He would be the first to say, however, that in this case all credit should go to the Voice of America, which is so ably led by Mr. Loomis.

Sincerely yours,

Janet Murrow
(Mrs. Edward R. Murrow)

JM:apa

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA
ATHENS

Personal and Confidential

March 25, 1964

Mr. John Wiggin
Special Projects Agent
"Voice of America"
330 Constitution Avenue
Washington, D. C.

Dear Mr. Wiggin:

It is with much pleasure that I, on behalf of our Board, advise you that the 1963 George Foster Peabody Award for Radio Contribution to International Understanding will go to "Voice of America" and Ed Murrow -- in recognition of his contributions to this important phase of governmental communications.

Since this is to be in the nature of a special tribute to Mr. Murrow, we want him personally to be present to accept.

As the records will show, Mr. Murrow has probably won more Peabody Awards than any other single individual, and our Board feels that it is quite fitting that "Voice of America" should be recognized in this way in conjunction with his retirement from the organization. This is another reason for wanting Mr. Murrow to be present to receive this award.

Since I do not have Mr. Murrow's current address, I am enclosing a copy of this letter which I should appreciate your forwarding to him.

Another copy is being sent to Mr. Rhett Turnipseed, one of our graduates with your organization, because I would want him to have the foregoing information.

The awards are to be presented at a luncheon meeting of Broadcast Pioneers, Hotel Pierre, New York City, April 29, noon. The program pattern is a little like the conferring of an honorary degree. The citation is read by the Peabody Board Chairman (Bennett Cerf), the award is presented, and the recipient responds with a brief "Thank you."

Arrangements for the presentation luncheon, sponsored by Broadcast Pioneers, are being handled by Ernest Lee Jahncke, Jr., President of that organization, from whom you will hear about the dais and tables.

Enclosed is a pamphlet giving background information about the Peabody Awards and previous winners.

This letter is marked "Personal and Confidential" because no

public announcements are to be made of the 1963 Peabody winners until the time of the luncheon. Your press representative may, however, send out such publicity material as he chooses under a release date of April 29, 1 p.m.

With congratulations to "Voice of America" and Mr. Murrow,

Sincerely yours,

John E. Drewry
Dean

JED:eu

cc: Mr. Ed Murrow
Mr. Rhett Turnipseed

P. S. Should Mr. Murrow be unable to be in New York to receive the Award on April 29, we think it would be appropriate for Mr. Rhett Turnipseed of your organization to represent him and "Voice of America" since he is a graduate and former staff member of the institution which administers the Peabody Awards. We hope, however, that Mr. Murrow can be there to receive the Award in person.

Peabody Award

UNITED STATES INFORMATION AGENCY
WASHINGTON

DIRECTOR

April 1, 1964

Dear Ed,

It is a particular pleasure for me to be able to inform you, if only via the enclosed letter, that you again have been awarded the Peabody Award for Radio Contribution to International Understanding. I cannot think of anyone who deserves it more, and only hope that it will be possible for you to accept the award personally.

Unfortunately, I cannot be there, since I am speaking to the National Press Club at a luncheon session on that very day. Don Wilson and Henry Loomis, however, will be there to represent the Agency and renew old times.

With every good wish,

Sincerely,

Carl

Carl T. Rowan

Mr. Edward R. Murrow
9503 La Jolla Farms Road
La Jolla, California

Replied to Athens, Ga. 14 April.

Regret can't be there — in my absence think it appropriate that Mr. Loomis accept the award.

(Fourth) Peabody Award

Awards

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW

April 13, 1954

RELEASE AFTER 12:30 PM, EST
WEDNESDAY, APRIL 14

FOURTH PEABODY AWARD TO EDWARD R. MURROW

Edward R. Murrow, CBS Radio and CBS Television news personality, today (Wednesday, April 14) received a George Foster Peabody Special Award "in recognition of all of your outstanding contributions to radio and television during 1953."

The award, fourth in Mr. Murrow's distinguished career as correspondent, news analyst and broadcaster, sets a record for the number of Peabody Awards received by any individual in the 14 years since the Henry W. Grady School of Journalism, University of Georgia, began to confer them. The earlier awards were made to Mr. Murrow in 1942, 1949 and 1951.

The recognition was formally conferred today at the Peabody Award Luncheon meeting of the Radio and Television Executive Society of New York in the Grand Ballroom of the Hotel Roosevelt.

The citation to Mr. Murrow reads as follows:

"A tarheel - he was born on a small farm in North Carolina - Edward R. Murrow brings to radio and television those qualities which are summed up in that ringing phrase, 'a fighting southerner.' He is a believer, and he believes passionately in the capacity of this country to do the right thing. He is fair-minded and a fighter for justice.

(More)

He is courageous with a courage that has compelled him again and again to take on assignments 'above and beyond the call of duty.'

"Broadcasting the news five days a week, initiating one television show, 'See It Now' on Tuesday night, and another, 'Person to Person' on Fridays, and always alert for a sudden trip to Korea, Germany or the moon, he is a one-man team and as modest as he is energetic. We salute Alcoa, Amoco and Hamm for having the good sense to be his sponsors, and to Edward R. Murrow, who has three times before this received a Peabody Award, we now dedicate this award for being himself."

Edward Weeks, editor of the Atlantic Monthly, is chairman of the Advisory Board of the George Foster Peabody Radio and Television Awards for Distinguished Achievement and Meritorious Public Service. John E. Drewry, Dean of the Henry W. Grady School of Journalism, serves ex officio.

Edward R. Murrow is heard on CBS Radio Monday thru Friday at 7:45-8:00 PM, EST in "Edward R. Murrow with the News." He is seen on CBS Television twice weekly, Fridays at 10:30-11:00 PM, EST in "Person to Person" and Tuesdays at 10:30-11:00 PM, EST in "See It Now."

Mr. Murrow's current radio sponsors are American Oil Company, Ford Motor Company and Hamm Brewing Company.

* * *

Awards

Fourteenth Annual Presentation

The George Foster Peabody Radio and Television Awards

Radio and Television Executives Society

Hotel Roosevelt New York City April 14, 1954

The Program

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The Winners

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Television Music—N.B.C. Television Opera Theatre.

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Promotion of International Understanding through Television—Coverage of the Coronation by British Broadcasting Corporation.

Public Service by a Regional Radio-Television Station—WSB-AM-FM-TV (N.B.C.), Atlanta, especially for "Removing the Rust from Radio" and other public services, including "You and Your Health".

Public Service by a Local Radio Station—WBAW, Barnwell, South Carolina, especially for "Church of Your Choice".

Special Award—Edward R. Murrow (C.B.S.).

GEORGE FOSTER PEABODY, whose name the awards bear, was born July 27, 1852 in Columbus, Georgia. He became a highly successful New York banker, and devoted much of his fortune to education and social enterprise. He was especially interested in the state university of his native Georgia, and made large contributions to the library building, the War Memorial Fund, and the development of the School of Forestry, which bears his name. Mr. Peabody was a close personal friend of Franklin D. Roosevelt, and was largely responsible for interesting the former President in the Georgia Warm Springs Foundation, near which is located the "Little White House." He was given honorary degrees by Harvard, Washington and Lee, and The University of Georgia, of which he was a life-trustee by special legislative act. Mr. Peabody died March 4, 1938.

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HARMON W. CALDWELL, Chancellor, University System of Georgia, Atlanta.

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Murrow

Peabody

Peabody Citation

A tar heel - he was born on a small farm in North Carolina - Edward R. Murrow brings to radio and TV those qualities which are summed up in that ringing phrase, "a fighting southerner." He is a believer and he believes passionately in the capacity of this country to do the right thing. He is fair-minded and a fighter for justice. He is courageous with a courage that has compelled him again and again to take on assignments "above and beyond the call of duty."

Broadcasting the news five days a week initiating one television show SIN on Tuesday night and another PERSON TO PERSON on Fridays and always alert for a sudden trip to Korea, Germany or the moon. He is a one-man team and as modest as he is energetic. We salute the ALCOA and the AMOCO for having the good sense to be his sponsors and to Edward R. Murrow who has three times before this received a Peabody Award we now dedicate this special award for being himself.

EDWARD R. MURROW
PEABODY AWARD ACCEPTANCE
WEDNESDAY, APRIL 14, 1954

I think it was Shakespeare who said, "Beggar that I am, I am even poor in thanks". It was generous, gracious, and in keeping with his New England conscience and sense of fair play for Mr. Weeks to offer me time to reply immediately. It is true that I was born in North Carolina, but I left there at a tender age -- voluntarily --and southerners should not be held responsible for what I may have said or done.

In the citation, this reporter was referred to as a one-man team, as modest as he is energetic. I was told in my youth that it is often possible to substitute energy for ability, but I am certainly not "a one-man team". There is Friendly, and Aaron, and Zousmer, and dozens of cameramen, reporters, engineers, filmcutters, technicians, who never get mentioned. It is they who are modest and able. I am only spasmodically energetic.

To one charge I plead guilty, and with pride. I do believe passionately in the capacity of this country to do the right thing. I believe in what Will Rogers used to call "the big, normal majority". Somehow in a manner that is to me mysterious, they wonder, worry and

sometimes fear. But in the end of the day, when the evidence is in, when prejudices have been readjusted, the national mind is made up. But except on [redacted] fundamental issues imbedded in our basic documents, the mind is not made up permanently. There is always the possibility of persuasion, argument and contention bringing about a change by consent.

I believe that radio and television should be a mirror without curves, held with as steady a hand as is humanly possible, behind individuals, institutions, actions, and proposals that may be of interest to the citizens of this republic. If what the mirror reflects lift the heart, or causes it to bleed -- induces pride of country, or dismay and disgust, that is not responsibility of the individual or organization which holds the mirror. The important thing is that there should be no curves, that the angle must be fair, and the area and issues reflected as complete, as comprehensive, as possible.

It has been said that I occupy a certain amount of time each week on radio and television. It has also been said that I occupy altogether too much time. It is in a sense, a monopolized opportunity, made possible by the confidence and support of the network and sponsors.

I am aware of the responsibility; aware too, that I ~~am~~ have not always discharged it fully. The eloquence of this citation will indeed stimulate this reporter and his colleagues to try to merit your continued confidence and respect.

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA
ATHENS

April 9, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York City

Dear Mr. Murrow:

Thank you so much for your note of March 31.

All of us will be looking forward to your remarks at the luncheon on Wednesday.

I am told by those who are looking after the radio-tv aspects of the program that you have been alloted two minutes, and I hope very much that you will use all of this time, and more if needed.

I believe that you are going to be pleased with the citation, which was written by Edward Weeks, editor of the Atlantic Monthly.

With best wishes,

Sincerely yours,

John E. Drewry
Dean

JED:eu

WU036 DL PD

GC NEW YORK NY APR 1 236PME

EDWARD R MURROW

CBS

DELIGHTED YOU WILL BE OUR GUEST ON DAIS FOR PEABODY AWARDS APRIL FOURTEENTH HOTEL ROOSEVELT RECEPTION IN SMALL BALLROOM AT NOON UNDERSTAND COMMITMENTS EXPLAINED AND TWO OR THREE MINUTES ALLOTTED TO YOUR REMARKS.

REGARDS

GEORGE T SHUPERT PRESIENT RADIO & TELEVISION EXECUTIVES SOCIETY INC

400P..

RECEIVED
1954 APR -1 PM 4:05
C.B.S. TRAFFIC DEPT. N.Y.

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA
ATHENS

March 20, 1954

Personal

Mr. Ed Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Mr. Murrow:

It is with much pleasure that I advise you, on behalf of our Board, that you have been chosen for a George Foster Peabody Special Award in recognition of all of your contributions to radio and television during 1953.

The presentation is to be made at a RTES luncheon, Hotel Roosevelt, Wednesday, April 14, noon. We shall, of course, expect an appropriate response, of the kind for which you are now so justly famous. I shall advise you as to the time allotment after the format of the program is in more definite shape, but I imagine it will be three or four minutes.

This, as you know, will be your fourth Peabody Award -- a record.

Looking forward with pleasure to seeing you on April 14, I remain, with best wishes,

Sincerely yours,

John E. Drewry

John E. Drewry
Dean

JED:eu

cc: Mr. Frank Stanton

P. S. No announcements of the foregoing will, of course, be made prior to April 14, and we will appreciate it if your press department will be mindful of the release date.

J. E. D.

March 31, 1954

Dear Dean Drewry:

I am most honored and gratified to have been selected again for a Peabody Award, and I shall look forward with great pleasure to the opportunity to say my thanks to you and the Board members personally at the luncheon on April 14.

Sincerely yours,

Dean John E. Drewry
Henry W. Grady School of Journalism
The University of Georgia
Athens, Georgia

dm

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N. C.'s Famous, Fighting Sons

A PEABODY AWARD is, to a radio or TV personality, what a Pulitzer award is to a writer, or what a Medal of Honor is to a soldier. The Peabody awards recognize disinterested and meritorious public service. This week they were presented to two individuals, both of them native sons of North Carolina.

Ed Murrow received his third Peabody award. Gerald Johnson, who unlike Mr. Murrow grew to adulthood in North Carolina and worked on newspapers and taught in the state before going north, was also honored, for his TV newcasts.

It was less than a year ago that three other Tar Heels, weekly editors Willard Cole and W. Horace Carter, and Vermont Royster, now of the WALL STREET JOURNAL, received Pulitzer prizes, of which only about a dozen are awarded each year. It was only two weeks ago that Mr. Johnson received the Sidney Hillman Award, presented annually for an outstanding contribution to civil liberties, race relations and associated issues. And last year this award went to editors Cale and Carter.

North Carolina can be particularly proud of these native sons because of the adversaries they chose. Cole and Carter fought the Ku Klux Klan, when it was dangerous to do so. Johnson's big target was hysteria and intolerance. Murrow supplemented his uncommonly good radio reporting with equally good telecasts, including the memorable one on Sen. McCarthy, another on the young reserve officer, Lt. Radulovitch, who had been termed a security risk because of the leftist ties of some of his relatives. Royster regularly delivers his readers a thought-provoking and delightful combination of incisive editorials.

Every one of these distinguished Tar Heels fits the phrase the Peabody Award Committee applied to Murrow: "Fair-minded and a fighter for justice." There is no finer compliment.

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hereby presented to EDWARD R. MURROW (Co

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Special Radio-Television Award for being himse

upon recommendation of the Henry

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of the Regents of the Univers

April 14,

Edward Weeks
Chairman of Peabody Board

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Columbia Broadcasting System)

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self.)

W. Grady School of Journalism,
ody Advisory Board, by authority
rsity System of Georgia.

4, 1954

Dean of School of Journalism

Peabody Award Awards.

CBS TELEVISION NETWORK

PEABODY AWARDS

Thursday, May 1, 1952
1:15-1:45 P.M.

Ed Murrow

SPEAKER: ... Television News and Interpretation - representing himself, "See It Now", and C.B.S. - Mr. Edward Murrow: (applause)

WEEKS: An award to "SEE IT NOW" for its simple, lucid, intelligent analysis of top news stories of the week on television. Edward R. Murrow and Fred W. Friendly have devised a strikingly effective format presenting news and the personalities involved in the news, with humor, sometimes with indignation, always with careful thought. Ed, this is the third time that you've been a Peabody Winner. And this year we're going to give you a medal in silver, to retire you from competition. (laughter) (applause)

MURROW: Mr. Weeks, the proper disposition of this medallion would require that I grind it up and scatter the small pieces over half a hundred reporters, cameramen, soundmen, film cutters, who have contributed to this program. I might, on second thought, retain just a small chunk of it to hand to or throw at my colleague Fred Friendly...(laughter) who once won, on his own, a Peabody Award for a series of radio programs. He could not have won this one on his own - nor could I. Mr. Friendly, so far as I know, has never appeared on television. He sits at my feet in the control room and gives me cues by prodding me in the leg with a pencil - not always with the blunt end. (laughter) Our editorial conferences occasionally resemble a second-rate wrestling match that you may see on television. Mr. Friendly's hands, I think, did appear once on the screen - and that was when he struck me for missing a cue. (laughter) We hope it is our habit in this program not to appear boastful, but I have taken so many orders from Mr. Friendly that now I present him for the first time on television and tell him to stand up. (applause)

The views expressed here are not necessarily those of anyone except myself. (laughter) I would like to have come here today and heard a definite and lucid discussion of the future of television news and informa-

tion, and I would like to have heard it come from my lips. But, unfortunately, that is impossible. I would, however, like to say one or two things, the first being that I believe that this is a powerful medium -- so I'm told -- it can sell goods, it is becoming prosperous. I think there is some danger that it may become too complacent. I have noticed in recent months that the Speaker of the House of Representatives laid down a ruling that there would be no microphones or cameras present at public hearings at the House. I observe that the old-fashioned medium of print has been rather more vigilant in defending the right of all media to access to news than have television and radio. I do not believe that we can rely indefinitely upon the defense of print in our access to news. I do not believe that television news is going to destroy radio news - any more than radio news destroyed print. I believe, too, that it is going to be necessary for television, particularly the networks, to invest in the future. After all, radio news was built on a sustaining basis, and I think the assumption that the news output and the information will be limited to precisely the amount of money produced by a sponsor is not valid, and I believe, too, that the networks must necessarily make now an investment not only in terms of money but in terms of people and in terms of time. [redacted].

Time for the commercial. I just got a signal from Mr. Friendly. This program has been sponsored by the Aluminum Company of America. They took a great risk. They didn't know whether we could do it. They didn't even know whether they could do the commercials for the program. It is, however, a fact that we do get fan mail about the commercials. They have never suggested to us what we should do and even after we have done it, they have never suggested that we should not have done it, even when, thru our clumsiness, we overran the end commercial and had to throw it out.

In conclusion I recall that Heywood Broun once said: "No body politic is really healthy until it begins to itch." I think it is high time that television [redacted] should begin to itch and experiment. That, after all, is a

malady that is appropriate to youth.

Thank you!

(applause)

-30-

Ediphone trans./E. Scheiner

Peabody Award
Lunch May 1

April 8, 1952

Dear Dean Drewry:

I have just returned from a brief vacation and hasten to acknowledge your letter of March 26. I am of course deeply gratified that our television effort has met with the approval of the Peabody board. I shall look forward to the pleasure of seeing you again at the luncheon on May 1.

Perhaps you would advise me of the length to which I should speak. In addition to accepting the award on behalf of my colleagues, it would be my purpose to say a few things about television news which, I hope, might do something to jar the industry out of its current complacency.

As ever yours,

Dean John E. Drewry
Henry W. Grady School of Journalism
The University of Georgia
Athens, Georgia

cc. Friendly

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA
ATHENS

Personal

March 26, 1952

Mr. Ed Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City

Dear Mr. Murrow:

It is my pleasure to advise you, confidentially, that you and "See It Now" have been chosen for the George Foster Peabody Television Award in News for 1951.

The presentation is to be made at a luncheon meeting of the Radio Executives Club of New York, Starlight Roof, Waldorf-Astoria, Thursday, May 1. In accepting the award, we should like for you to address the luncheon on some subject of interest to those present. We have in mind something similar to the very fine messages which you have delivered at previous Peabody luncheons. In asking you to do this, I speak for the Peabody Board, all of whom expressed the sentiment that you should be a principal speaker at this luncheon.

May we congratulate you on your very excellent contribution to television which led to this third Peabody Award?

It will be pleasant seeing you again at the time of the presentations. In the meantime, I am sure you will safeguard this information from premature release.

With best wishes,

Sincerely yours,

John E. Drewry

John E. Drewry
Dean

JED:mc

cc: Mr. Frank Stanton

April 1, 1952

Dear Dean Drewry:

Mr. Murrow is in Florida taking a few days off; however, when he telephoned yesterday, I told him of your gracious letter of March 26 informing him that he and SEE IT NOW have been chosen for the Peabody Television Award in News.

He has asked me to tell you that he is indeed most grateful for the honor you propose to confer upon him and the program, and that he will be in touch with you further upon his return to the office.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Dean John E. Drewry
Henry W. Grady School of Journalism
The University of Georgia
Athens, Georgia

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA
ATHENS

April 18, 1952

No answer

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City 22

Dear Mr. Murrow:

This will acknowledge with appreciation your recent letter.

We are delighted, of course, with the theme which you have in mind for the Peabody luncheon on May 1. As for the amount of time, I have been advised that CBS is planning to tape parts, if not all, of the luncheon program for radio broadcast. It has been suggested that a 15-minute program could be built up around your response. In this case, I should think you would want to speak from 10 to 13 minutes, allowing time for the introductory remarks by the presiding chairman, the reading of the citation by Ted Weeks, and the conclusion of the broadcast. You will know the proper person in your organization with whom to confer about this.

Mr. Stanton has called me about using portions of the program on television. If this is done, your part undoubtedly would also be included. As a matter of fact, we will regard you as one of the principal speakers of the occasion, and I am sure your remarks will be of great interest not only to those who are present, but to those who hear and see you via radio and television.

It will be a pleasure to see you again and to have a part in recognizing your splendid accomplishments through the Peabody Awards for a third time.

With every good wish,

Sincerely yours,

John E. Drewry

John E. Drewry
Dean

JED:mc

PRIVATE WIRE

PLEASE READ INSTRUCTIONS BELOW BEFORE SENDING YOUR MESSAGE.

Before sending this message please be sure a letter by **REGULAR OR AIR MAIL** would not suffice. Then be brief and indicate the account number to which the message is to be charged. A letter via **REGULAR MAIL** addressed to points in Maryland, Michigan, New Jersey, New York; the New England states, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, Washington, D. C., Montreal and Toronto, and via **AIR MAIL** to points in other states, will normally reach the addressee within a minimum of 12 hours and a maximum of 48 hours after it has been mailed from New York City.

Messages for **WBBM** and **KNX** are normally sent within an hour after receipt in the Communications Room on Mondays through Fridays; messages to other stations are normally transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the first business day following their receipt in the Communications Room, providing the teletype equipment at the receiving point is attended. Mark your message "Today" **ONLY** if faster service to these other stations is vital.

STRAIGHT WIRE

DATE APRIL 16, 1952 19

CHARGE TO ACCOUNT NO. 414 (Div.) 99 (Dept.) 09

DEAN JOHN E. DREWRY
HENRY W. GRADY SCHOOL OF JOURNALISM
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

DEAR DEAN DREWRY: THE PRESIDENT OF ALUMINUM CO. OF AMERICA IS IRVING W. WILSON, GULF BUILDING, PITTSBURGH NINETEEN, PENNSYLVANIA. I WILL APPRECIATE IT IF HE CAN BE INCLUDED IN THE DAIS LIST FOR THE PEABODY AWARDS LUNCHEON. WILL AWAIT WORD FROM YOU BEFORE FINALIZING CBS TELEVISION'S PLANS FOR BROADCASTING MAY ONE LUNCHEON. REGARDS,

FRANK STANTON

bc: Messrs. Van Volkenburg and Murrow

Trade NEWS FROM 485 MADISON AVENUE, NEW YORK 22, NEW YORK

April 20, 1951

Awards

FOR RELEASE THURSDAY, APRIL 26
AT 1:30 PM, EST

GEORGE FOSTER PEABODY AWARDS TO "HEAR IT NOW"
AND COLUMBIA'S CHICAGO STATION WBBM

George Foster Peabody Awards to CBS' "Hear It Now," for "reporting of the news," and to WBBM, CBS station in Chicago, for "public service by a regional station," were announced today (Thursday, April 26) at a luncheon of the Radio Executives Club of New York at the Hotel Waldorf-Astoria.

The citation to "Hear It Now," narrated by Edward R. Murrow, reads:

"A citation for reporting of the news goes to 'Hear It Now' of CBS. Here was a brilliant application of tape recording to the purposes of news summary by which the listener is privileged to hear the news from the very individual who made it. The accolade in this case goes to the many network stations, to CBS staff members, and the skilled tape engineers who together have edited and made possible the vivid 'Hear It Now.'"

The full-hour "Hear It Now" (CBS, Fridays, 9:00-10:00 PM, EST) made its debut on Friday, Dec. 15, 1950. A document for the ear based on the week's news, it presents as far as possible the news in the actual voices and words of the men who make the news. The program is produced and written by Edward R. Murrow and Fred W. Friendly, who

(More)

collaborated on the presentation of the three volumes of modern American history in album form, "I Can Hear It Now."

Mr. Murrow has won two previous George Foster Peabody Awards -- in 1943 and 1949 -- for "outstanding reporting and interpretation of the news."

The award to station WBBM -- its second Peabody Award in three years -- was made for its presentation of "The Quiet Answer," a seven-week series of dramatic essays on race relations in Chicago. The 1947 Award to WBBM was for "Report Uncensored," a series on juvenile delinquency.

The 1950 award to station WBBM reads:

"Selecting a critical local problem as an opportunity for public service, station WBBM sought the cooperation of 16 major agencies and a panel of outstanding authorities in gathering the facts about tension and conflict in race relations in Chicago. Using tape recorded interviews as a basis, drama and music were skillfully blended in a seven-week series of hard-hitting dramatic essays titled, 'The Quiet Answer,' which revealed to Chicagoans what they were saying, feeling and doing. Scheduled at a season usually characterized by racial violence, the program achieved high audience acceptance and directly stimulated improved local legislation. The careful preparation, the intensive publicity, the skilled presentation, and the follow-through may well serve as a model for local public service."

The George Foster Peabody Awards are administered by the Henry W. Grady School of Journalism of the University of Georgia.

* * *

Geo. Foster Peabody award

Awards

3P.

-om Columbia Broadcasting System,
485 Madison Ave., New York 22,
April 20, 1951

GENERAL BACKGROUND CAPTION
FOR "HEAR IT NOW" PEABODY AWARD

HOLD FOR RELEASE FOR PM'S
THURSDAY, APRIL 26, 1951

"HEAR IT NOW"
(CBS, Fridays, 9:00-10:00 PM, EST)

"Hear It Now," CBS' radio news weekly, which today was awarded a George Foster Peabody citation "for reporting of the news," has a hectic schedule much like a news magazine with a Friday-night deadline.

The big difference is that the "Hear It Now" ten-man staff -- headed by producers-writers Edward R. Murrow and Fred W. Friendly -- works with sound and not the printed word.

In recording events all over the world, "Hear It Now" takes advantage of the full services of CBS News correspondents here and abroad, and employs the network of CBS stations and affiliates as a sort of news syndicate and wire service of radio.

Stories are covered locally, and the tapes flown -- and/or fed via radio or leased wires -- to New York headquarters of "Hear It Now" at the Columbia Broadcasting System. CBS News correspondents in Japan and Korea, for instance, relay about 20 listening hours of news a week.

Reducing 40 to 50 hours of recorded news to a one-hour program, the "Hear It Now" staff edits by ear with three objects in mind: (1) news value, (2) technical quality, and (3) human or dramatic content.

(More)

Narrator Edward R. Murrow, winner of two previous George Foster Peabody awards for reporting, welds the week's individual news stories into dramatic unity.

News changes are made up to air time Friday and, in case of a big news break, can be made in the second half of the program while the first half is on the air.

The result can best be told in the words of the Peabody citation. It reads: "Here was a brilliant application of tape recording to the purposes of news summary by which the listener is privileged to hear the news from the very individual who made it. The accolade in this case goes to the many network stations, to CBS staff members, and the skilled tape engineers who together have edited and made possible the vivid 'Hear It Now.'"

* * *

Allen, Wm B, Jr

May 9, 1949

Mr. William B. Allen, Jr.
Special Assistant to the
Postmaster General
Office of the Postmaster General
Washington 25, D. C.

Dear Bill:

Many thanks for your kind and generous note of the 25th. I appreciate your thoughtfulness in writing about the Peabody Award.

I hope to see you when I get down to Washington again.

As ever yours,

Office of the Postmaster General
Washington 25, D. C.

April 25, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
New York City, New York

Dear Ed:

Congratulations on the latest honor conferred upon you by the Peabody group.

I read the awards and was greatly pleased to see you had been awarded the Peabody award for best News Commentator of the year.

Let me know the next time you plan to come down this way because I would like to get together with you for a few minutes.

Very best regards to Jesse Zousmer.

Cordially,

William B. Allen, Jr.
Special Assistant to the Postmaster General

Buckley, Wm E.

May 11, 1949

Mr. William E. Buckley
Doubleday and Company
14 West 49th Street
New York 20, N. Y.

Dear Bill Buckley:

Many thanks for yours of the 22nd. I appreciate your good wishes regarding the Peabody Award.

I'm looking forward to my trip to Pensacola, and hope to see you then.

Sincerely yours,

DOUBLEDAY & COMPANY, INC.
14 WEST 49TH STREET, ROCKEFELLER CENTER
NEW YORK 20, N.Y.

April 22, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It looks very much as though everything will turn out happily for all of us in connection with your junket to Pensacola and the broadcast from the USS Cabot. The technical details you require will be furnished directly by Commander Samuel Levy whom you met the other day.

I want you to know that I enjoyed very much the opportunity of meeting you and to have worked briefly with you on the early details of this trip. As you know I am a member of the Naval Reserve and whatever I can do to help the cause of that organization, I will certainly do. This deal I feel certain will give the Naval Air Arm and the Naval Reserve Aviators a much-needed boost. As I mentioned in your office, I would like very much to go along with you on this trip and if I can possibly work it out, I will.

In closing may I congratulate you on being awarded for the second time the George Foster Peabody Radio Award for your outstanding reporting and interpretation of news events.

Sincerely,

Bill Buckley

William E. Buckley

WEB:lp

Chernoff, Howard

May 16, 1949

Dear Howard:

So help me God, it took Harry Jones six hours to write and record his closing tribute to your humble servant! Last week I had a session with one of your colleagues, Miss Jewel. She bludgeoned me into making a bad record for your station.

Thanks for the kind words, and give my best to Paul and Peggy.

As ever yours,

Mr. Howard Chernoff
P. O. Box 1071
San Diego, California

HOWARD L. CHERNOFF
SAN DIEGO, CALIFORNIA
P. O. Box 1071

April 25, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

Nice going on the PEABODY AWARD! I got a big thrill out of hearing Jones pay you such a fine tribute. Listening to you every night sort of makes me feel I had something to do with it. I was that proud.

With warm greetings in which Peg and Paul join me, I am

Sincerely,

Howard

Doty, Lockwood

May 9, 1949

Mr. Lockwood Doty
News Director
WCON
The Atlanta Constitution
Atlanta 2, Georgia

Dear Dick Doty:

Many thanks for your kind and generous words regarding the Peabody Award. I appreciate your thoughtfulness in writing as you did.

I haven't seen Ed Beattie lately; I believe he's in Florida, but I will give him your regards when next I see him.

Sincerely yours,

WCON

THE ATLANTA CONSTITUTION

ATLANTA 1, GEORGIA

OFFICE OF
LOCKWOOD DOTY
NEWS DIRECTOR

April 25, 1949

AIR MAIL

Mr. Edward R. Murrow
Columbia Broadcasting System
Madison Avenue
New York, New York

Dear Mr. Murrow:

I don't believe there is a radio newsman in the country who does not feel that the Peabody Award Committee made exactly the right choice for its News Award this year. The name of Ed Murrow has long been associated with all that is best in radio news writing and presentation.

Please accept my sincerest congratulations.

And when you see him, please give my best to Ed Beattie. He's a guy for whom I have a lot of respect.

With kindest regards.....

Cordially,

Dick Doty

Lockwood Doty

Fitchette, Woodie

May 9, 1949

Mr. Woodie Fitchette
Editorial Department
The Binghamton Press
Binghamton, N.Y.

Dear Mr. Fitchette:

Thank you very much indeed for your generous and gracious letter regarding the Peabody Award.

I hope you will accept this letter as an expression of my sincere gratitude for your thoughtfulness in writing as you did.

Sincerely yours,

ESTABLISHED APRIL 11, 1904

THE BINGHAMTON PRESS

BINGHAMTON PRESS CO., INC.

BINGHAMTON, N.Y.

April 22, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
New York City, N.Y.

Dear Mr. Murrow:

Congratulations on your winning the Peabody award. However, I believe it should have come as a shock to no one. It seems to me that with few exceptions your only competitors for the award were other members of the CBS news staff.

You do an excellent job, Mr. Murrow. I have been particularly impressed by its day-to-day excellence. I hope nothing happens to prevent you from continuing. Your absence would most certainly be a loss to the country.

Sincerely,

Woodie Fitchette

Woodie Fitchette
Editorial Department

WF/fl

Harrison, Miss H.K.

May 11, 1949

Miss Henriette K. Harrison
National Radio Director
National Council of Young Men's
Christian Associations
347 Madison Avenue
New York 17, N. Y.

Dear Miss Harrison:

Many thanks for your generous note of the 21st. The knowledge that you were a member of the committee of judges makes serves to increase my pleasure at being named one of the recipients.

I am enclosing a copy of my remarks at the luncheon, which you are free to reprint. Thank you again for writing as you did.

Sincerely yours,

K.

KIRTLEY F. MATHER
PRESIDENT

HARPER SIBLEY
CHAIRMAN INTERNATIONAL COMMITTEE

ELLIOTT H. LEE
TREASURER

EUGENE E. BARNETT
GENERAL SECRETARY

JAMES C. DONNELL, II
CHAIRMAN NATIONAL BOARD

WM. E. SPEERS
CHAIRMAN EXECUTIVE COMMITTEE
INTERNATIONAL COMMITTEE

CLEVELAND E. DODGE
CHAIRMAN INTERNATIONAL BOARD

THE NATIONAL COUNCIL OF THE YOUNG MEN'S CHRISTIAN ASSOCIATIONS

OF THE UNITED STATES OF AMERICA

CORPORATE BODY
INTERNATIONAL COMMITTEE OF YOUNG MEN'S CHRISTIAN ASSOCIATIONS

347 MADISON AVENUE, NEW YORK 17, N.Y.

MURRAY HILL 6-1200

April 21, 1949

Mr. Edward Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, New York

Dear Ed Murrow:

Congratulations on winning the Peabody Award!

I am extremely proud that I was a member of the committee of judges to recommend your program -- I didn't think for one minute there would be any other decision than the one made.

Would it be possible to have a copy of your acceptance speech? It has been a long time since I have heard such an intelligent expression and if it is possible I would like permission from you to reprint this.

With kindest regards and all good wishes for a long continued success, I am,

Cordially yours,

Henriette K. Harrison

Henriette K. Harrison
National Radio Director

HKH:mm

Higbie, Les

MUTUAL BROADCASTING SYSTEM Inc.

1627 K Street, N.W., Washington 6, D.C.

METROPOLITAN 0010

CHARLES MESLEP
WASHINGTON REPRESENTATIVE

MAIN OFFICE
1440 BROADWAY
NEW YORK 18, N.Y.

April 23, 1949

Mr. Edward R. Murrow
CBS News
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

Would it be possible to obtain a copy of your remarks at the Peabody Award ceremony Thursday? I think they should be circulated widely and frequently among people in this business.

Sincerely yours,

Les Higbie

Les Higbie
WOL-MUTUAL NEWS BUREAU

April 26, 1949

Mr. Les Higbie
WOL - Mutual News Bureau
1627 K Street, N. W.
Washington 6, D. C.

Dear Mr. Higbie:

Many thanks for your kind note of the 23rd. I am enclosing a copy of my remarks of the 21st, as you requested.

Sincerely yours,

Honeck, Helen

May 10, 1949

Miss Helen Honeck
Secretary to
Mr. John M. Hancock
One William Street
New York, N. Y.

Dear Miss Honeck:

To your boss I sent an almost "form" letter, but to you I must say my thanks for typing out twenty-eight whole words of congratulation. It always seems to me that anyone who uses a typewriter must feel as if the words are being chipped out of blocks of stone. I am truly grateful.

Sincerely yours,

FORM 748 2M 12-48

To MR. "LISTEN TO MURROW TOMORROW"

May I take the liberty of adding my congratulations too, and also to offer the hope that you never stop "newscasting." Your's is No. 1 on my list.

(Helen Honeck
Secretary)

JOHN M. HANCOCK

Mayer, Harold S.
Peabody

May 11, 1949

Mr. Harold S. Mayer
Godchaux and Mayer Ltd.
817 Union Street
New Orleans, La.

Dear Mr. Mayer:

Thank you very much indeed for your generous and gracious letter regarding the Peabody Award. I appreciate your good wishes, and hope you will accept my sincere gratitude for your thoughtfulness in writing as you did.

Sincerely yours,

HAROLD S. MAYER, PRESIDENT
RALPH M. BONS, VICE-PRES.
LOUIS E. VAUTHIER, VICE-PRES.
THEO. M. HICKEY, SEC.

GODCHAUX & MAYER LTD.
Insurance
GENERAL AGENTS
817 UNION STREET
NEW ORLEANS, LA.

Over a Quarter-Century of Progressive Cooperation in Solving Agents' Problems

April 22, 1949
Our Thirty-Fifth Year

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

My dear Mr. Murrow:

I heard your program last night as I always do and I want my vote to be united with the others to your award. You well deserve it. If I had my way I would make everybody listen to you every night to become better citizens.

I am sending a letter with this letter to Mr. Jones, Vice President of Campbell's Soup, who was on your program. I don't know his address so please forward it to him. - Sent - Dm.

Wishing you continued success,

Sincerely,

Harold S. Mayer

HSM:rm

Saudek, Robert

May 9, 1949

Mr. Robert Saudek
American Broadcasting Company
30 Rockefeller Plaza
New York 20, N. Y.

Dear Bob:

Many thanks for your generous words regarding the Peabody Award. I do indeed appreciate your gracious note of the 21st.

I'm enclosing a copy of my remarks as you requested. Again, my thanks for writing as you did.

As ever yours,

American Broadcasting Company, Inc.
30 ROCKEFELLER PLAZA · CIRCLE 7-5700
NEW YORK 20, N.Y.

VICE PRESIDENT

April 21, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

Your remarks at the Peabody luncheon today were wonderful. Please add me to the list of those who want a copy. You should receive an extra award for what you had to say this afternoon.

Sincerely

Bob

Robert Saudek

RS:mjk

Award Radio Oscars Citing Video Advent

NEW YORK, April 21 (AP)—Ten radio Oscars and three special citations, known in the network industry as George Foster Peabody radio awards, were distributed today.

LARRY LESEUER
Wins Peabody Award

For the first time in the nine-year-old history of the awards, a special salute was paid to an "outstanding contribution to the art of television."

This went to the American Broadcasting Company's "actor studio" as "the first to recognize that drama on television is neither a stage play nor a movie, but a separate and distinct new art form."

The Peabody prizes are given annually for disinterested and meritorious public service to the broadcasting industry. Founded to honor the memory of a native Georgian who became a leading New York banker, the awards are administered by the University of Georgia's Henry W. Grady School of Journalism.

In addition, Edward Weeks, Atlantic Monthly editor and Peabody Advisory Board chairman, praised Mountain and Plain State broadcasters for their activities in the 1949 blizzard. Another precedent was set by selection of the National Broadcasting Company's television feature "howdy doody" as the "outstanding children's program." The puppet show, selectors said, "devised a formula that is frequently educational, never frightening, or offensive."

Murrow Winner Again

For the second time, Edward R. Murrow, C. B. S. commentator, received the award for "outstanding reporting and interpretation of the news." He won a Peabody plaudit in 1943.

Only once in the past has an individual been a two-time winner of a Peabody prize. That was in the 1940 and 1948 when Elmer Davis was judged outstanding in the same classification as Murrow.

Peabody Award

April 21st

April 12, 1949

Dean John E. Drewry
Henry W. Grady School of
Journalism
University of Georgia
Athens, Georgia

Dear Dean Drewry:

Many thanks for your letter of the 8th; I am deeply appreciative of the honor bestowed upon me.

I will attend the luncheon meeting at the Hotel Roosevelt on April 21st. I have already spoken to Mr. Weeks, and will be prepared to respond briefly.

I am looking forward to seeing you at the luncheon, at which time I hope to be able to express my gratitude to the members of the Peabody Board.

Sincerely yours,

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA
ATHENS

April 8, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City 22

Dear Mr. Murrow:

Although you undoubtedly already have been so advised by Mr. Stanton, it is my pleasure to inform you that you have been chosen for the George Foster Peabody Award for Outstanding Reporting and Interpretation of the News during 1948.

Mr. Davidson Taylor writes me that you can be present at the luncheon meeting of the Radio Executives' Club of New York at the Hotel Roosevelt, April 21, 12:30 o'clock, to receive the award in person.

Edward Weeks, chairman of our Peabody Board, has probably spoken to you about your response. If not, he undoubtedly will, because we want you to speak briefly in connection therewith.

I am confident that your selection for this award will be widely acclaimed. Certainly, there was no doubt in the minds of our board as to the person to whom this award should be made.

With best wishes,

Sincerely yours,

John E. Drewry

John E. Drewry
Dean

JED/lhr

cc: Mr. Edward Weeks

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
PLAZA 5-2000

April 6, 1949

Dear Dean Drewry:

Mr. Stanton has directed to our attention your heartening letter of March 30. We are proud to hear of the Peabody Awards which are to be made to CBS, and shall, of course, keep the matter confidential.

Mr. Murrow plans to be present at the luncheon meeting of the Radio Executives' Club, Hotel Roosevelt, April 21, at 12:30 o'clock, and he will receive the award in person.

Mr. Stanton is leaving for Europe at the time of the luncheon and will not be able to be present, so he has asked me to accept the award for promotion of international understanding on behalf of CBS.

We shall not be able to schedule a special broadcast in connection with the awards luncheon, but reference to the awards will be included in the broadcasts wherever that is possible.

I look forward to seeing you and Mr. Weeks.

Sincerely,

Davidson Taylor

Dean John E. Drewry
Henry W. Grady School of Journalism
The University of Georgia
Athens, Georgia

cc: Messrs. Stanton, Murrow,
Ratner, Crandall

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
PLAZA 5-2000

cc: Messrs. Murrow, Gittinger,
Ratner, Crandall

April 6, 1949

Mr. Ward Wheelock
Lincoln-Liberty Building
Philadelphia 7, Pa.

Dear Ward:

Dean Drewry of the Henry W. Grady School of Journalism, University of Georgia, Athens, has informed us confidentially that the 1948 Peabody Award for outstanding reporting and interpretation of the news will go to Mr. Murrow. The award will be announced and presented at the luncheon meeting of the Radio Executives' Club, Hotel Roosevelt, New York City, April 21, 12:30 o'clock. The citations are to be read and the awards presented by Edward Weeks, editor of the Atlantic Monthly, and Chairman of the Peabody Board, and Dean Drewry. Ed plans to be present and receive the award in person.

We thought that perhaps you and some of the officers of the Campbell Soup Company might wish to attend. If so, Bill Gittinger would like to be your host. Ed and I will look forward to seeing you too, but apparently we both will have to sit at the head table during the luncheon itself. I am to accept another award on behalf of CBS.

The form of the citation is up to the Peabody Board, and I have sent word to them through Mrs. Dorothy Lewis that they should make proper mention of the sponsorship, but just between us, the vagaries of the awards are such that we will not know just how the citation reads until we hear Mr. Weeks pronounce it.

Possibly, you may wish to include in Ed's broadcast of April 21 mention of the fact that he has received the award.

Shall we expect you, and whom would you like to bring along?

Sincerely,

Davidson Taylor

PEABODY AWARD FOR OUTSTANDING REPORTING AND INTERPRETATION OF THE NEWS:

To Edward R. Murrow of the Columbia Broacasting Company

For more than a decade Ed Murrow has been one of the most reliable and shining lights in the overcast of news analysis. In 1938, he formed his network's crack European staff. During the five war years, his own broadcasts beginning, THIS IS LONDON, made radio history with their firm and incisive quality; and to the immense delight of his listeners, after a brief bout of administrative duty, he returned to the air again to tell us the news without fear and prejudice.

F. 565-12/48

Columbia Broadcasting System, Inc.

OFFICE COMMUNICATION

Gittinger cc: Messrs. Murrow, Ratner, Crandall

Davidson Taylor

April 6, 1949

Larry Lesueur is being cited among others in the non-Murrow Peabody Award. If you are arranging a table, I would appreciate it if he could sit with you and the Campbell Soup people. I have not extended him an invitation and shall not do so until you approve.

The whole thing is confidential until April 21, of course, and I have not even told Larry as yet about his inclusion in the general citation which will go to CBS for outstanding contribution to the promotion of international understanding.

mf

Be it known that the **George Foster Peabody Radio Award** *is hereby presented to* Edward R. Murrow and Columbia Broadcasting Company,

for outstanding reporting and interpretation of the news

during 1948,

upon recommendation of the Henry W. Grady School of Journalism, University of Georgia, and the Peabody Advisory Board, by authority of the Regents of the University System of Georgia, in conjunction with the National Association of Broadcasters.

April 21, 1949

Edward Weeks
Chairman of Peabody Board

John E. Drewry
Dean of School of Journalism

Weeks Atlantic Monthly 4/21/49

I return my gratitude for the honor done me by the Peabody Committee. Mr. Weeks, in his generous and gracious citation, employed two words...fear and prejudice. I confess to an abiding fear--a fear that has been my companion at many microphones in many countries. It is a concern lest this mechanical device which magnifies the voice, inflate the speaker in his own eyes, cause him to believe that his knowledge, wisdom and understanding increases in direct proportion to the range of his voice. It is a fear of abusing a privileged position and a monopolized opportunity; fear of failing always to remember that a great many people think they are thinking when they are really rearranging their prejudices.

1:05 I believe that, so far as it is humanly possible, the spoken word on the radio should be used to provide the listener with information and considerations upon which opinion can be based. It should not be used to provide readymade opinion, or to advocate policy or agitate for action. We are all tempted by the pearl of popularity; the price of that pearl is too high, if it involves the suppression or the evaporation of news and opinion that may be displeasing or abrasive when applied to the exposed nerves of prejudice. I deem it undeniable that the right of dissent is in danger in this country. Many of us are disposed to confuse dissent with subversion. It should be no part of a broadcaster's purpose to defend the dissenters, but he must be ever-vigilant to see that their dissent is recorded - reported - in order

that it may be dealt with, measured and weighed in the market of ideas.

It will be no news to the Radio Executives gathered here today that this reporter has fallen short of ~~the~~ these standards th~~[illegible]~~ I am a reactionary, a socialist, anti-Wallace, anti-Truman and anti-Republican. At the same time I am too radical, too conservative, too serious and too frivolous; and I have the letters to prove it. But candor compels me to confess that I would rather have won this award this year than at any other ~~kimmix~~ time /since I first encountered a microphone. The last year has been the one in which this nation, however reluctantly, has come into its full inheritance - a year when basic issues have become more confused and complex; when no major item of news can properly be labelled as purely domestic, because what actually happens here determines in large measure what may happen in other countries. It is much easier to report a battle or a bombing raid than it is to do an honest and intelligible job on the Marshall Plan, the Taft-Hartley Law or the Atlantic Pact.

I cherish the hope that this award was in some measure a recognition of our diligence in attempting to correct our own mistakes. Indeed, on one occasion we were so successful in this endeavor that a helpful listener suggested that we might usefully devote an entire program to this

purpose.

I assume, Mr. Weeks, that your Committee made this decision solely on the basis of what comes out of the loudspeaker. You should know that behind the voice there is a crew of colleagues - both here and abroad - who are in large measure responsible for such merit as the program may have. This is in no sense a one-man ~~operation~~ program.

There is, as you know, a sponsor involved in this program. I have no reason to believe that everything I have said has been pleasing to the sponsor. That would indeed be amazing. But just for the record I should like to report that the Campbell Soup Company has never seen or attempted to influence a piece of copy before it was broadcast. We agreed upon the ground rules for this program before it began; the rules were the same as those under which I had been working for the previous ten years.

Again in expressing my thanks, I find ~~And now~~ it is time to come down out of the overcast, jettison my fear and prejudice, ~~and~~ fumble for words with which to say my thanks to the Peabody Committee. ~~Not~~ for the first time I find again that someone has said it first and better. Wm. Shakespeare, who would have drawn I am not ~~sure~~ that the author of these lines would have met Harry Wade's specification for a broadcaster, which was this: most of us to cover had he been a broadcaster. "The ideal voice for radio may be defined as having no substance, no sex, no owner, and a message of importance for every housewife." However, I am

sure that William Shakespeare would have been a formidable broadcaster. Anyway, he expressed my sentiments toward the Committee when he said: "Beggar that I am, I am even poor in thanks. But I thank you for your sweet voices, your most sweet voices."

The GEORGE FOSTER PEABODY Radio and Television Awards for Distinguished Achievement and Meritorious Public Service

THE GEORGE FOSTER PEABODY Radio and Television Awards give recognition annually to programs, stations, networks, and individuals. Following are the categories in which entries are invited for both radio and television:

(1) News (reporting, interpretation, and/or commentary).
(2) Entertainment (musical and/or non-musical).
(3) Education.
(4) Youth or Children's Programs.
(5) Promotion of International Understanding.
(6) Public Service.

There is also an award for outstanding radio-tv writing. Entries for this may be from any of the foregoing groups, or may be the selected total writing of an individual for the current year.

Special interest programs, such as religion and agriculture, may be entered under Classification 6, which also includes over-all station activities and special projects in the public interest.

Under Classification 1, both straight reporting and commentary will be considered.

IN ALL CLASSIFICATIONS, special consideration will be given to those programs prepared especially for radio and television.

Entries (which should be based on programs of the current year) may be submitted by individual stations, networks, radio-tv editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody board to a special program or programs. The board in its selections will not necessarily be restricted to entries, but will consider the reports of its own listening post committees, and may on its own initiative select a program, station, or individual for an award. The board also reserves the right to reduce or increase the number of awards, both in radio and television, depending upon the entries and the circumstances at the time of the awards.

JANUARY 10 IS THE CLOSING DATE for entries or recommendations for the year preceding, which should be sent to the Dean, Henry W. Grady School of Journalism, The University of Georgia, Athens, as far in advance of this date as possible. Each entry should give (1) title of program, (2) name of station or network, (3) address, (4) classifications in which entry is submitted, (5) name of person making entry, (6) whether entry is accompanied by a transcription, tape, or kinescope, and (7) a brief description of the program, with reasons why it should be considered for an award. An official entry form is a part of this publication. Additional copies are available upon request. **No entry material of any kind can be returned.** Announcement of winners is made during the spring.

The Peabody awards are designed to recognize distinguished achievement and the most meritorious public service rendered each year by radio and television, and to perpetuate the memory of the banker-philanthropist whose name they bear. They are administered by the Henry W. Grady School of Journalism of the University of Georgia and a national advisory board.

GEORGE FOSTER PEABODY, whose name the awards bear, was born July 27, 1852 in Columbus, Georgia. He became a highly successful New York banker, and devoted much of his fortune to education and social enterprise. He was especially interested in the state university of his native Georgia. He was given honorary degrees by Harvard, Washington and Lee, and The University of Georgia, of which he was a life-trustee by special legislative act. Mr. Peabody died March 4, 1938.

PREVIOUS WINNERS of Peabody Awards are:

1962

Television News: WALTER CRONKITE, CBS.

Television Entertainment: "DU PONT SHOW OF THE WEEK", NBC, and CAROL BURNETT, CBS.

Television Education: "BIOGRAPHY", Official Films, Inc.

Television Youth and Children's Programs: "EXPLORING", NBC, and WALT DISNEY, NBC.

Television Contribution to International Understanding: "ADLAI STEVENSON REPORTS", ABC.

Television Public Service: "A TOUR OF THE WHITE HOUSE WITH MRS. JOHN F. KENNEDY", CBS.

Locally Produced Television: "ELLIOT NORTON REVIEWS", WGBH-TV, Boston; "BOOKS FOR OUR TIME", WNDT, New York City; and "SAN FRANCISCO PAGEANT", KPIX-TV (WBC).

Radio News: WQXR, New York City.

Radio Entertainment: "ADVENTURES IN GOOD MUSIC", WJR, *Detroit,* and "THE ETERNAL LIGHT", NBC.

Radio Education: "SCIENCE EDITOR", KNX (CBS), Los Angeles.

Radio Youth and Children's Programs: "CARNIVAL OF BOOKS", WMAQ (NBC), Chicago.

Special Award: WILLIAM R. MCANDREW and NBC NEWS.

Special Award: TIO, NAB, for Study Resulting in "For the Young Viewer: Television Programming for Children . . . At the Local Level".

1961

Television News: "DAVID BRINKLEY'S JOURNAL," NBC.

Television Entertainment: "THE BOB NEWHART SHOW," NBC.

Television Education: "AN AGE OF KINGS," BBC, and "VINCENT VAN GOGH: A SELF-PORTRAIT," NBC.

Television Youth and Children's Programs: "EXPEDITION!" ABC.

Television Contribution to International Understanding: WALTER LIPPMANN and CBS.

Television Public Service: "LET FREEDOM RING," KSL-TV (CBS), Salt Lake City, Utah.

Radio Entertainment: WFMT, Chicago, for its "Fine Arts Entertainment."

Radio Education: WNYC, New York City, for "THE READER'S ALMANAC" and "TEEN AGE BOOK TALK."

Radio Contribution to International Understanding: WRUL (Worldwide Broadcasting), New York City, for coverage of UN General Assembly proceedings in English and Spanish.

Special Award: FRED FRIENDLY, CBS.

Special Award: Capital Cities Broadcasting Corporation for "VERDICT FOR TOMORROW: THE EICHMANN TRIAL ON TELEVISION."

Special Award: NEWTON N. MINOW, Chairman, Federal Communications Commission.

1960

Television News: THE TEXACO HUNTLEY-BRINKLEY REPORT," NBC.

Television Entertainment: "THE FABULOUS FIFTIES," CBS.

Television Education: NBC "WHITE PAPER" Series.

Television Youth Programs: "G-E COLLEGE BOWL," CBS.

Television Children's Programs: "THE SHARI LEWIS SHOW," NBC.

Television Contribution to International Understanding: CBS 1960 OLYMPIC COVERAGE.

Television Public Service: "CBS REPORTS."

Radio Entertainment: WQXR, New York City, for "MUSICAL SPECTACULARS" and over-all programming of music.

Previous Peabody winners: Perry Como, "Lassie" and Art Carney (representing Jackie Gleason); Douglas Edwards; Robert Frost (guest of WQED, Pittsburgh), Robert W. Sarnoff, and Louis M. Lyons.

Radio Children's Programs: IREENE WICKER, WNYC, NEW YORK CITY.

Radio Public Service: TEXACO-METROPOLITAN OPERA NETWORK.

Radio-Television Education: BROADCASTING AND FILM COMMISSION, NATIONAL COUNCIL OF CHURCHES OF CHRIST IN THE U.S.A., for such programs as "LOOK UP AND LIVE" (CBS-TV), "FRONTIERS OF FAITH" (NBC-TV), "PILGRIMAGE" (ABC), and "TALK-BACK" (local stations).

Locally Produced Radio-Television Programs: WOOD AND WOOD-TV, GRAND RAPIDS, MICHIGAN; KPFK, LOS ANGELES, CALIFORNIA; WCKT, MIAMI, FLORIDA; and WCCO-TV, MINNEAPOLIS, MINNESOTA.

Special Award: DR. FRANK STANTON, CBS.

1959

Television News: "KHRUSHCHEV ABROAD," ABC.

Television Entertainment (non-musical): "THE PLAY OF THE WEEK," WNTA-TV, Newark, New Jersey, and DAVID SUSSKIND for "THE MOON AND SIXPENCE," NBC.

Television Entertainment (musical): "THE BELL TELEPHONE HOUR," NBC, and "GREAT MUSIC FROM CHICAGO," WGN-TV, Chicago.

Television Education: "THE POPULATION EXPLOSION," CBS, and "DECISIONS," WGBH-TV, and World Affairs Council, Boston.

Television Contribution to International Understanding: "THE ED SULLIVAN SHOW," CBS, and "SMALL WORLD," CBS.

Local Television Public Service: WDSU-TV, New Orleans.

Television Special Awards: DR. FRANK STANTON, CBS, and "THE LOST CLASS OF '59," CBS.

Radio News: "THE WORLD TONIGHT," CBS.

Radio Public Service: "FAMILY LIVING '59," NBC.

Local Radio Public Service: WCCO, Minneapolis.

1958

Television News: "NBC NEWS—THE HUNTLEY-BRINKLEY REPORT".

Television Dramatic Entertainment: "PLAYHOUSE 90", CBS.

Television Musical Entertainment: "LINCOLN PRESENTS LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC", CBS.

Television Entertainment with Humor: "THE STEVE ALLEN SHOW", NBC.

Television Education: "CONTINENTAL CLASSROOM", NBC.

Television Programs for Youth: "COLLEGE NEWS CONFERENCE", ABC.

Television Programs for Children: "THE BLUE FAIRY", WGN-TV, Chicago.

Television Contribution to International Understanding: "M. D. INTERNATIONAL", NBC.

Television Public Service: CBS-TV.

Television Writing: JAMES COSTIGAN AND "LITTLE MOON OF ALBAN" ("HALLMARK HALL OF FAME"), NBC.

Television Special Awards: "AN EVENING WITH FRED ASTAIRE", NBC, AND ORSON WELLES AND "FOUNTAIN OF YOUTH", COLGATE THEATRE, NBC.

Radio News: WNEW, New York City.

Radio Public Service: "THE HIDDEN REVOLUTION", CBS.

Radio Education: "STANDARD SCHOOL BROADCAST", Standard Oil Company of California.

Radio Contribution to International Understanding: "EASY AS ABC", ABC-UNESCO.

1957

Radio and Television News: CBS, for depth and range, including "FACE THE NATION", "SEE IT NOW", "THE TWENTIETH CENTURY", and "THIS IS NEW YORK".

Television News: ABC, for "PROLOGUE '58" and other significant news coverage by JOHN CHARLES DALY and associates.

Local Radio-Television News: LOUIS M. LYONS, WGBH, Boston, Massachusetts.

Television Entertainment (musical): "THE DINAH SHORE CHEVY SHOW", NBC.

Television Entertainment (non-musical): "HALLMARK HALL OF FAME", NBC, with special mention of "THE GREEN PASTURES", "THERE SHALL BE NO NIGHT", "ON BORROWED TIME", "TWELFTH NIGHT", "THE LARK", "YEOMEN OF THE GUARD".

Television Education: "THE HERITAGE SERIES", WQED, Pittsburgh, Pennsylvania.

Local Radio Education: "YOU ARE THE JURY", WKAR, East Lansing, Michigan.

Television Youth and Children's Programs: "CAPTAIN KANGAROO", CBS.

Local Television Youth and Children's Programs: "WUNDA WUNDA", KING-TV (ABC), Seattle, Washington.

Television Public Service: "THE LAST WORD", CBS.

Local Television Public Service: "PANORAMA", KLZ-TV (CBS), Denver, Colorado.

Local Radio Public Service: KPFA-FM, Berkeley, California.

Television Contribution to International Understanding: BOB HOPE, NBC.

Special Radio-Television Award: NBC, for its outstanding contribution to education through (a) the series of educational programs fed to educational stations across the country; and (b) the "KNOW YOUR SCHOOLS" project by NBC-owned and operated stations.

Special Radio-Television Award: Westinghouse Broadcasting Company Inc. for its Boston Conference and the high quality of its public service broadcasting.

1956

Television News: ABC, JOHN CHARLES DALY, and their associates for coverage of the national political conventions.

Television Entertainment: "THE ED SULLIVAN SHOW," CBS.

Television Education: "YOU ARE THERE," CBS.

Television Youth and /or Children's Programs: "YOUTH WANTS TO KNOW," NBC.

Television Public Service: "WORLD IN CRISIS," CBS.

Television Promotion of International Understanding: "THE SECRET LIFE OF DANNY KAYE"—UNICEF.

Television Writing: ROD SERLING.

Radio News: "EDWARD P. MORGAN AND THE NEWS," ABC.

Radio Entertainment: "BOB AND RAY," Mutual and NBC.

Radio Education: "BOOKS IN PROFILE," WNYC, *New York City.*

Radio Youth and /or Children's Programs: "LITTLE ORCHESTRA SOCIETY CONCERTS," WNYC, *New York City.*

Radio-Television Local-Regional Public Service: "REGIMENTED RAINDROPS," WOW, *Omaha, Nebraska.*

Special Radio-Television Awards:

Promotion of International Understanding: UNITED NATIONS RADIO AND TELEVISION.

For his outstanding contribution to radio and television through his New York Times *writings*: JACK GOULD.

1955

Television News: DOUGLAS EDWARDS (CBS).

Television Entertainment: A double award to PERRY COMO (NBC) and JACKIE GLEASON (CBS).

Television Dramatic Entertainment: "PRODUCERS' SHOWCASE" (NBC).

Television Youth and Children's Programs: "LASSIE" (CBS).

Television Education: DR. FRANK BAXTER—KNXT (CBS). Citation to "OMNIBUS" Adams Family series (CBS).

Radio-Television Music: "VOICE OF FIRESTONE" (ABC).

Radio-Television Public Service: SYLVESTER L. WEAVER, JR., NBC, for pioneering program concepts, especially "MONITOR", "WEEKDAY", "WIDE WIDE WORLD", and the "SPECTACULARS".

Radio-Television Promotion of International Understanding: QUINCY HOWE (ABC). Citation (Television) to "ASSIGNMENT: INDIA" (NBC).

Radio Education: "BIOGRAPHIES IN SOUND" (NBC).

Radio Local Public Service: KIRO (CBS), Seattle, Washington. Citation to KFYO (CBS), Lubbock, Texas.

Television Local Public Service: Citations to WMT-TV (CBS), Cedar Rapids, Iowa, and KQED, San Francisco, California.

1954

Radio-Television News: JOHN DALY (ABC).

Television Entertainment: GEORGE GOBEL (NBC).

Television Education: "ADVENTURE" (CBS).

Television Special Awards: "OMNIBUS" (CBS), *and* "THE SEARCH" (CBS).

Television—Youth and Children's Programs: "DISNEYLAND" (ABC).

Television National Public Service: "INDUSTRY ON PARADE," National Association of Manufacturers.

Television Regional Public Service: WJAR-TV, Providence, Rhode Island, for "HURRICANE CAROL."

Radio Entertainment: "CONVERSATION" (NBC).

Advisory Board

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MRS. ELIZABETH AMES, Executive Director, "Yaddo," Saratoga Springs, New York.

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JOHN CROSBY, Radio-TV Columnist, *New York Herald Tribune.*

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RALPH MCGILL, Publisher, *Atlanta Constitution.*

TERRENCE O'FLAHERTY, Radio-TV Editor, *San Francisco* (Calif.) *Chronicle.*

PAUL PORTER, Radio-TV Attorney, formerly Chairman, Federal Communications Commission, Washington, D. C.

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MISS HARRIET VAN HORNE, Radio-TV Editor, *New York World-Telegram and Sun.*

EDWARD WEEKS, Editor, *Atlantic Monthly,* Boston.

LARRY WOLTERS, TV Editor, *Chicago Tribune.*

Ex-Officio

HARMON W. CALDWELL, Chancellor, University System of Georgia, Atlanta.

JOHN E. DREWRY, Dean, Henry W. Grady School of Journalism, University of Georgia, Athens.

Radio Education: "MAN'S RIGHT TO KNOWLEDGE" (CBS).

Radio Contribution to International Understanding: "PAULINE FREDERICK AT THE UN" (NBC).

Radio Local Public Service: KGAK, Gallup, New Mexico, for "THE NAVAJO HOUR".

Radio Music (a special citation): BORIS GOLDOVSKY (Metropolitan Opera—ABC).

1953

Radio News: CHET HUNTLEY, KABC (ABC), Los Angeles, California.

Television News: GERALD W. JOHNSON, WAAM, Baltimore, Maryland.

Television Music: NBC TELEVISION OPERA THEATRE.

Television Entertainment (a double award)—TELEVISION PLAYHOUSE (NBC) and IMOGENE COCA (NBC).

Television Education (a double award): "CAVALCADE OF BOOKS"—KNXT (CBS), Los Angeles, California, and WCBS-TV "CAMERA THREE", New York.

Television Youth and Children's Programs: "MR. WIZARD" (NBC).

Promotion of International Understanding through Television: COVERAGE OF THE CORONATION by British Broadcasting Corporation.

Public Service by a Regional Radio-Television Station: WSB-AM-FM-TV (NBC), Atlanta, especially for "REMOVING THE RUST FROM RADIO" and other public services, including "YOU AND YOUR HEALTH."

Public Service by a Local Station: WBAW, Barnwell, South Carolina, especially for "CHURCH OF YOUR CHOICE."

Special Award: EDWARD R. MURROW (CBS).

1952

Radio News: MARTIN AGRONSKY (ABC).

Radio Music (a double award): THE NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA (CBS) and "THE STANDARD SYMPHONY" (NBC).

Television Education: "THE JOHNS HOPKINS SCIENCE REVIEW" (WAAM, Baltimore-DuMont).

Television News: "MEET THE PRESS" (NBC).

Television Entertainment (a double award): "MISTER PEEPERS" (NBC) and "YOUR HIT PARADE" (NBC).

Television Youth and Children's Programs: "DING DONG SCHOOL" (NBC).

Television Special Award: "VICTORY AT SEA" (NBC).

Regional Public Service, including Promotion of International Understanding: RADIO STATION WIS (NBC), Columbia, South Carolina.

Local Public Service: TELEVISION STATION WEWS (ABC, CBS), Cleveland, Ohio.

Two 1962 Peabody winners: Walter Cronkite and Carol Burnett.

1951

Radio Educational Programs: "THE NATION'S NIGHTMARE" (CBS).

Radio Youth Programs: New York *Times* Youth Forums, WQXR, New York City.

Radio Entertainment (Non-Musical): "BOB AND RAY" (NBC).

Radio's Contribution to International Understanding: Alistair Cooke's "LETTER FROM AMERICA", British Broadcasting Corporation.

Previous Peabody winners: Chet Huntley, David Brinkley, Fred Friendly, John Charles Daly, Dr. Frank Stanton, and Ed Sullivan.

Television Educational Programs: "WHAT IN THE WORLD", WCAU (CBS), Philadelphia.

Television Entertainment (Music)—Gian Carlo Menotti ("AMAHL AND THE NIGHT VISITORS") (NBC).

Television Entertainment (Non-Musical): "CELANESE THEATRE" (ABC).

Television News and Interpretation: Ed Murrow and "SEE IT NOW" (CBS).

Meritorious Local Public Service by Radio: KPOJ (Mutual), Portland, Oregon, ("CAREERS UNLIMITED" and "CIVIC THEATRE ON THE AIR").

Meritorious Regional Public Service by Radio and Television: WSB (NBC), Atlanta, Georgia ("THE PASTOR'S STUDY" and "OUR WORLD TODAY").

1950—RADIO

Public Service by a Regional Station: WBBM (CBS), Chicago ("THE QUIET ANSWER").

Public Service by a Local Station: Citation to WEPL-FM, Louisville Free Public Library, Kentucky.

Reporting and Interpretation of the News: ELMER DAVIS (ABC). Citation to "HEAR IT NOW" (CBS).

Entertainment (Drama): "HALLS OF IVY" (NBC).

Entertainment (Music): METROPOLITAN OPERA (ABC). Citation to IRA HIRSCHMANN, WABF-FM, New York.

Education: "THE QUICK AND THE DEAD" (NBC).

Contribution to International Understanding: "RADIO FREE EUROPE". Citations to WNYC, New York, for United Nations coverage, and "PURSUIT OF PEACE", Mutual Broadcasting System and United Nations Radio.

1950—TELEVISION

Entertainment: JIMMY DURANTE (NBC).

Education: Citation to "THE JOHNS HOPKINS SCIENCE REVIEW", WAAM-TV-DuMont.

Children's Program: (Double Award)—"ZOO PARADE" (NBC) and "SATURDAY AT THE ZOO" (ABC).

1950—SPECIAL AWARDS

To ABC, its president, ROBERT E. KINTNER, and his associates, ROBERT SAUDEK and JOSEPH MCDONALD, for their courageous stand in resisting organized pressures and their reaffirmation of basic American principles.

To *Providence Journal*, its editor and publisher, SEVELLON BROWN, and BEN BAGDIKIAN, reporter, for the series of articles analyzing the broadcasts of top commentators, etc.

1949—RADIO

Public Service by a Regional Station: STATION WWJ (NBC), Detroit ("MEET YOUR CONGRESS", "THE BEST WEAPON", "PROTECT YOUR CHILD", "THE WORLD FORUM").

Public Service by a Local Station: STATION KXLJ (NBC), Helena, Montana ("LEGISLATIVE HIGHLIGHTS").

Reporting and Interpretation of the News: ERIC SEVAREID, CBS, Washington, D. C. Citations to WMAZ (CBS), Macon, Georgia, and ERWIN CANHAM and the program, "THE *Monitor* VIEWS THE NEWS" (ABC).

Entertainment (Drama): JACK BENNY (CBS). Special unclassified citation to "THE GREATEST STORY EVER TOLD" (ABC).

Entertainment (Music): STATION WQXR, New York City.

Educational Program: "AUTHOR MEETS THE CRITICS" (ABC).

Children's Program: CITATION TO STATION WTIC (NBC), Hartford, Connecticut, for "MIND YOUR MANNERS".

Contribution to International Understanding: NBC'S "UNITED NATIONS PROJECT".

1949—TELEVISION

Entertainment: "THE ED WYNN SHOW" (CBS).

Education: "CRUSADE IN EUROPE" (ABC).

Reporting and Interpretation of the News: "UNITED NATIONS IN ACTION" (CBS).

Outstanding Children's Program: "KUKLA, FRAN, AND OLLIE" (NBC).

1949—SPECIAL CITATIONS

To the cartoonist, H. T. WEBSTER, for his weekly cartoon, "UNSEEN AUDIENCE".

To the U. N. and AMERICAN BROADCASTERS generally, especially as represented by the National Association of Broadcasters, for broadcast contributions to better international understanding.

To HAROLD W. ROSS and *The New Yorker* for their successful Grand Central campaign in behalf of the rights of the so-called "captive audience".

1948

Outstanding Public Service by a Regional Station: Station KNBC, San Francisco ("FORESTS AFLAME").

Outstanding Public Service by a Local Station: Station WDAR, Savannah, Georgia ("YOU AND YOUTH").

Outstanding Reporting and Interpretation of the News: EDWARD R. MURROW (CBS).

Outstanding Entertainment in Drama: Two awards: THE NBC UNIVERSITY THEATRE and THE GROUCHO MARX SHOW (ABC).

Outstanding Entertainment in Music: NBC for its over-all contribution to the broadcasting of good music, with special reference to "THE NBC SYMPHONY", "THE ORCHESTRAS OF THE NATION", "THE FIRST PIANO QUARTET," and "THE BOSTON SYMPHONY REHEARSALS."

Outstanding Education Program: "COMMUNISM—U. S. BRAND" (ABC). Citations to the ROCKY MOUNTAIN RADIO COUNCIL and the LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL for their work in behalf of education through broadcasting.

Outstanding Children's Program: "HOWDY DOODY" (NBC).

Outstanding Program in the Promotion of International Understanding: CBS for its over-all contribution, with special reference to LARRY LESUEUR, "MEMO FROM LAKE SUCCESS", "BETWEEN THE DARK AND DAYLIGHT", "UN IN ACTION", "CRUSADE FOR CHILDREN", "AS OTHERS SEE US", and "AN AMERICAN ABROAD". A citation to WNEW, New York, for its "LITTLE SONGS ABOUT UN."

Outstanding Contribution to the Art of Television: "ACTOR'S STUDIO" (ABC).

1947

Outstanding Public Service by a Regional Station: Station WBBM, Chicago ("REPORT UNCENSORED"). Special Citation to Station WCCO, Minneapolis, Minnesota ("AS THE TWIG IS BENT").

Outstanding Public Service by a Local Station: STATION KXAR, Hope, Arkansas ("DISASTER BROADCAST FROM COTTON VALLEY").

Outstanding Reporting and Interpretation of the News: Two awards: "CBS VIEWS THE PRESS" and ELMER DAVIS (ABC).

Outstanding Entertainment in Drama: "THEATRE GUILD ON THE AIR" (ABC). Special Citation to "STUDIO ONE" (CBS).

Outstanding Entertainment in Music: THE BOSTON SYMPHONY ORCHESTRA (ABC).

Outstanding Educational Programs: CBS DOCUMENTARY UNIT SERIES.

Outstanding Children's Program: Citation to "THE CHILDREN'S HOUR" (Station WQQW, Washington, D. C.).

Special Citation: United Nations Network for Peace ("UNITED NATIONS TODAY").

EDWARD R. MURROW, *then with* CBS, *receiving his fourth Peabody Award for reporting and interpretation of the news.*

1946

Outstanding Public Service by a Regional Station: STATION WOW, Omaha, Nebraska ("OPERATION BIG MUDDY"). Special Citation to STATION WSB, Atlanta ("THE HARBOR WE SEEK").

Outstanding Public Service by a Local Station: STATION WELL, Battle Creek, *Michigan* ("OUR TOWN"). Special Citation to STATION WHCU, Ithaca, New York ("THE RADIO EDITION OF THE WEEKLY PRESS").

Outstanding Reporting and Interpretation of the News: WILLIAM L. SHIRER and CBS. Special Citation to "MEET THE PRESS" and MUTUAL.

Outstanding Entertainment in Drama: "THE COLUMBIA WORKSHOP". Special Citation to HENRY MORGAN (ABC) and "SUSPENSE" (CBS).

Outstanding Entertainment in Music: The NBC "ORCHESTRAS OF THE NATION". Special Citation to "INVITATION TO MUSIC" (CBS).

Outstanding Educational Program: RADIO STATION WMCA, New York City. Special Citation to ROBERT SAUDEK and ABC (Radio adaptation of John Hersey's "HIROSHIMA").

Outstanding Children's Program: Special Citation to JUNIOR LEAGUE OF AMERICA ("BOOKS BRING ADVENTURE").

Special Award for His Contribution to Radio through Writing: JOHN CROSBY, *The New York Herald Tribune.*

1945

Outstanding Reporting of the News: CBS and PAUL WHITE. Special Citation to Station KRNT, Des Moines, Iowa.

Outstanding Entertainment in Drama: A double award—EDGAR BERGEN (NBC) and ARCH OBOLER (Mutual).

Outstanding Entertainment in Music: A double award—THE NBC SYMPHONY OF THE AIR and DR. HOWARD HANSON, Eastman School of Music, and STATION WHAM, Rochester, New York.

Outstanding Educational Program: "AMERICA'S TOWN MEETING OF THE AIR" (ABC) and GEORGE V. DENNY, JR.

Outstanding Children's Program: "WE MARCH WITH FAITH", Station KUWH, Omaha, Nebraska.

Outstanding Regional Public Service: STATION KFWB, Hollywood, California, for its program series, "TOWARD A BETTER WORLD". Special Citation to Station WOV and ARNOLD HARTLEY, New York ("MR. COLOMBO DISCOVERS AMERICA") and Station WHAS, Louisville, Kentucky, ("WAKE UP KENTUCKY").

Outstanding Local Public Service: Station KOMA, Oklahoma City, Oklahoma ("SAVE A LIFE" series).

1944

Outstanding News Commentary: RAYMOND GRAM SWING (Blue Network—ABC).

Outstanding Reporting of News: WLW, Cincinnati, Ohio.

Outstanding Entertainment in Drama: "CAVALCADE OF AMERICA" (NBC).

Special Award: "For comedy unexcelled over a period of twelve years", FRED ALLEN (CBS).

Outstanding Entertainment in Music: "TELEPHONE HOUR" (NBC).

Outstanding Educational Program: "HUMAN ADVENTURE" (Mutual).

Outstanding Program for Youth: "PHILHARMONIC YOUNG ARTISTS SERIES", KFI, Los Angeles, California (for outstanding development of young musicians).

Special Award: "For brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale", COL. EDWARD M. KIRBY, Chief, Radio Branch, War Department, Washington, D. C.

Outstanding Public Service by a Regional Station: "WORCESTER AND THE WORLD", WTAG, Worcester, Massachusetts.

Outstanding Public Service by a Local Station: A double award— first, to Station WNYC, New York City, and MAYOR FIORELLO LAGUARDIA; secondly, to Station WIBX, Utica, N. Y., for its program, "CROSS-RHOADS".

Regional citation winners: "SONG OF THE COLUMBIA", KOIN, Portland, Oregon; "SYRACUSE ON TRIAL", WFBL, Syracuse, New York; "SOUTHWEST FORUM", KVOO, Tulsa, Oklahoma; "ST. LOUIS SPEAKS", KMOX, St. Louis, Missouri.

1943

Outstanding Community Service by a Regional Station: "THESE ARE AMERICANS", RADIO STATION KNX, Los Angeles, California.

Outstanding Community Service by a Local Station: "CALLING LONGSHOREMEN", RADIO STATION KYA, San Francisco, California. Honorable mention for "JUNIOR COMMANDOS", RADIO STATION WSNJ, Bridgeton, New Jersey.

Outstanding Reporting of the News: EDWARD R. MURROW (CBS).

Outstanding Entertainment in Drama: "LUX RADIO THEATRE" (CBS) and "AN OPEN LETTER TO THE AMERICAN PEOPLE" (CBS)—a double award.

Outstanding Entertainment in Music: "MUSIC AND THE SPOKEN WORD" (Salt Lake City Tabernacle Choir), RADIO STATION KSL, Salt Lake City, Utah.

Outstanding Educational Program: "AMERICAN TOWN MEETING", The Blue Network. Honorable mention for "THE LANDS OF THE FREE" (NBC's "INTER-AMERICAN UNIVERSITY OF THE AIR").

Outstanding Children's Program: "LET'S PRETEND" (CBS).

In recognition of his untiring zeal and the high level of entertainment of his camp tours in the United States and throughout the world, BOB HOPE was voted a special citation.

1942

Outstanding Reporting of the News: CHARLES COLLINGWOOD (CBS).

Outstanding Entertainment in Drama: "THE MAN BEHIND THE GUN" (CBS).

Outstanding Entertainment in Music: THE STANDARD SYMPHONY (NBC Pacific Coast Network).

Outstanding Educational Program: "AFIELD WITH RANGER MAC", RADIO STATION WHA, Madison, Wisconsin.

Outstanding Public Service by a Local Station: "OUR HIDDEN ENEMY—VENEREAL DISEASE", RADIO STATION KOAC, Corvalis, Oregon. (Prepared by Dr. Charles Baker for the University of Kentucky.)

Outstanding Public Service by a Regional Station: "THE HOME FRONT", RADIO STATION WCHS, Charleston, West Virginia.

1941

Outstanding Reporting of the News: CECIL BROWN (CBS).

Outstanding Entertainment in Drama: "AGAINST THE STORM" by Sandra Michael and John Gibbs, and "THE BILL OF RIGHTS" by Norman Corwin.

Outstanding Entertainment in Music: ALFRED WALLENSTEIN (Mutual).

Outstanding Educational Program: "CHICAGO ROUND TABLE OF THE AIR" (NBC).

Outstanding Public Service by Stations: "THE INTERNATIONAL SHORTWAVE BROADCASTERS."

1940

Public Service by a Network: CBS.

Public Service by a Large Station: RADIO STATION WLW, Cincinnati.

Public Service by a Medium-Sized Station: RADIO STATION WGAR, Cleveland, Ohio.

Public Service by a Small Station: RADIO STATION KRFU, Columbia, Missouri.

Best Reporting of the News: ELMER DAVIS.

LISTENING POSTS.—Under the leadership of Mrs. Dorothy Lewis, formerly Coordinator, U. S. Station Relations, United Nations, and President, International Association of Radio Women, listening-post committees have been set up throughout the United States. Recommendations of these groups are considered along with the entries.

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA - ATHENS

BULLETIN OF THE UNIVERSITY OF GEORGIA
Vol. LXIII Serial No. 1223 June 12, 1963
Entered at the Post Office at Athens, Georgia, as second-class mail matter August 31, 1905, under act of Congress of July 16, 1894. Issued 26 times each year, once in September, four times in October, three times in December, seven times in January, twice in February, four times in March, twice in April, twice in May, and once in August.

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

SYA147 CTC097 1964 JUL 21 PM 1 08

CT WWY020 WWZ3 GOVT PD=WUX THE WHITE HOUSE WASHINGTON DC
HONORABLE EDWARD R MURROW= 1 NFT=
PAWLING NY=

I AM HAPPY TO INFORM YOU OF MY INTENTION TO AWARD YOU THE PRESIDENTIAL MEDAL OF FREEDOM. THIS IS THE HIGHEST CIVIL HONOR CONFERRED BY THE PRESIDENT OF THE UNITED STATES FOR SERVICE IN PEACETIME. THE CRITERIA FOR THIS AWARD INCLUDE MERITORIOUS CONTRIBUTION TO THE SECURITY OR NATIONAL INTEREST OF THE UNITED STATES, WORLD PEACE, CULTURAL OR OTHER SIGNIFICANT PUBLIC OR PRIVATE ENDEAVOR.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

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THE FORMAL ANNOUNCEMENT FROM THE WHITE HOUSE OF THE THIRTY RECIPIENTS FOR THIS YEAR WILL BE MADE ON JULY FOURTH. THE PRESENTATION OF THE MEDAL WILL TAKE PLACE IN SEPTEMBER AT THE WHITE HOUSE.

WITH WARM BEST WISHES AND CONGRATULATIONS=

LYNDON B JOHNSON.

UL 5 6202

TELEPHONED TO Mrs m
TIME 200
BY
ATTEMPTS TO DELIVER

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

KINGSGATE CASTLE,
NR. BROADSTAIRS,
KENT.

6. VI 64

My dear Murray

We meet too seldom and when I am in Washington you used to find yourself on the Hill, pleading your budget.

Permit me herewith to offer to you my warmest congratulations on the most fitting award of the President to yourself. Far over awards have gone to the regular practitioner.

I have the impertinence to

enclose notice of a recent (heavy?) book of mine.

Cordially

Geo. F. Bliss

Belgium, Ambassador of
Rec'd 8/12/64

AMBASSADE DE BELGIQUE

Washington D.C.,
July 9, 1964

Dear Mr. Murrow,

I take this opportunity to extend to you my heartfelt congratulations on the occasion of the bestowal upon you of the Presidential Medal of Freedom, in recognition of the many outstanding services you have rendered your Country.

With every good wish for the future, I am

Sincerely yours,
The Ambassador of Belgium,

Baron Scheyven

Baron Scheyven

Dear Mr - Ambassador

Mr. Edward R. MURROW
5171 Manning Place, N.W.
Washington 16, D.C.

Dear Tom
Replied 8/12/04

(Tom Blake
Reservoir Rd
Wash - DC)

Metropolitan Club
Washington 6, D. C.

July 8 64

My dear Ed:
Mama and I were thrilled at the award to you of the Freedom Medal. Our congratulations and love to you and Jane. Hope all goes well

Faithfully
Tom

Cater Douglas
Replied 8/12/64

THE WHITE HOUSE

WASHINGTON

July 7, 1964

Dear Ed:

Congratulations to you on your new honor. It was richly deserved. Having crossed the line and become one of them rather than one of us, I miss your absence from Washington the more keenly.

Best regards,

Douglass Cater

Mr. Edward R. Murrow

Pawling, New York

Caulfield, Genevieve
Reply Sent 8/7/64.

Miss Jane Hoey,
135 Central Park West, New York, N. Y.,

July 20, 1964.

Dear Mr. Murrow:

It was with the greatest pleasure that I read your name among the distinguished persons who are to receive the Presidential Medal of Freedom, this year. Your years of public service, not the least of which was what you did as director of the United States Information Agency were certainly dedicated to the betterment of your country and the world, and I rejoice that the President recognizes this. My only regret is that you are receiving the medal this year instead of last, thus depriving me of the honor of being included in the group with you.

It was while you were Director of USIA. that I was given a grant by that agency for three months work in Saigon, training a group of Vietnamese to teach the blind, for which grant, I am deeply grateful, as it enabled me to devote all of the three months to the project instead of having to teach English for my living, a s I always did in the past.

I am returning to Thailand and Vietnam in late September, a nd expect to be in New York during August. If I might have the privilege of meeting you during that time, it would be a very great honor to call upon you.

With sincere good wishesthat your health will enable you soon to continue your work, so valuable to us all, I am

Cordially yours,

Genevieve Caulfield.

Chile, Ambassador of

EMBAJADA DE CHILE

Washington, D. C.
July 10, 1964

My dear Mr. Murrow,

Permit me to join with your many other well-wishers in congratulating you most heartily on the Medal of Freedom award that President Johnson has seen fit to bestow on you, in recognition of your many great contributions to the progress of your countrymen and humanity at large.

We who have followed your career with such great interest know that this honor, great as it is, expresses but a part of the admiration and sense of indebtedness that the peoples of the United States and the other free nations of the Western Hemisphere reserve for you and your service to the best ideals of mankind.

Sincerely,

Sergio Gutiérrez-Olivos
Ambassador of Chile

Mr. Edward R. Murrow
Pawling, New York.

Collingwood, Charles

Paris

Heartiest Congrats your
medal of freedom

You'll wind up
making this business
respectable yet -

Collingwood

763-61

Congratulations

by WESTERN UNION

SY WB243 CGN NL PD=WASHINGTON DC 2=

EDWARD R MURROW=

PAWLING NY=

THE FOURTH OF JULY WILL BE A HAPPY ONE FOR ALL U S I A WHEN THEY HEAR THE NEWS CONGRATULATIONS AND LOVE TO YOU AND JANET=

DON AND SUSAN=

Essner, H. R.
Replied
8/12/64

16 CLOVER STREET
LARCHMONT, N. Y.

Edward R. Murrow
Pawling, N. Y.

Dear Mr. Murrow.

I am taking the liberty to write each of the thirty Medal of Freedom Award recipients. It is indeed wonderful when individuals, like you are recognized for love and fulfillment, when the climate today, seems filled with hate and disrespect.

Congratulations! You should feel that somewhere, young people reading of your accomplishments, will be inspired to follow your example.

Feel proud today, but also be proud of what you will have accomplished for the future

Sincerely
Harold R. Essner

763-61

Congratulations

by WESTERN UNION

SYA001 NSA001

NS JZA493 CGN NL PD=JACKSON MISS 3=

=EDWARD R MURROW, HAS PHONE=

GLEN ARDEN FARM PAWLING NY=

=CONGRATULATIONS ON YOUR JOINING A HAPPY HOST OF NEW CELEBRANTS IN THE HIGHEST CIVIL HONOR OF THE MEDAL OF FREEDOM. BUT FOR OTHER CIVIL DIVERSIONS THE STATE OF MISSISSIPPI WOULD JOIN MY CONGRATULATIONS.=

BOB EVANS.

TELEPHONE No. 2202

TELEPHONED TO Wife

TIME 9A

BY H TO BE M.

ATTEMPTS TO

~~UNI 3528~~

Jackson, Mississippi

Congratulations on your joining the list of new celebrants in highest civilian honor — the freedom medal —

But for other civil diversions the state of Mississippi would join my congrats.

— Bob Evans —

Gl Field Mrs Marshall
Roscoe
July 18th

Dearest Janet & Ed:

I was so pleased to hear, in England, that you, Ed, were receiving the medal from the President - No one deserves it more, and no one to whom I would more enjoy sending my loving congratulations. It increases my respect for the President's judgment!

I've been thinking of you both, and wishing I could see you - I imagine that the convalescence from that nasty operation has been long, and I

gather that you are in Paris for the summer –

I return shortly to go to Maine, & then in the autumn back to New York & Cannesset – I shall hope we will meet at that time – Till then, accept my heart felt congratulations and love to you both.

Very affectionately
Rather F.

MRS. MARSHALL FIELD

Forgive this appalling paper – It's the only one at hand!

Fischer, Jack
Fyler 8/7/64.

HARPER'S MAGAZINE
Editorial Rooms

HARPER & ROW, PUBLISHERS
INCORPORATED

18 17

49 EAST 33D STREET
NEW YORK 16, N. Y.
MURRAY HILL 3-1900

July 14, 1964

Dear Ed:

I was delighted to hear that you've been awarded the Medal of Freedom.

My warmest congratulations. My estimate of the President's perspicacity has gone up still another notch.

Sincerely,

Jack.

Mr. Edward R. Murrow
1776 Pennsylvania Avenue
Washington, D. C.

John Fischer/aff

Grandin, T. B.

THOMAS B. GRANDIN
6715 E. EXETER BLVD.
SCOTTSDALE, ARIZONA

Replied 8/7/64

July 23, 1964

Mr. Edward R. Murrow
Glen Arden Farm
Pawling, N.Y.

Dear Ed:

It's truly gratifying to me that you received the Medal of Freedom. I've known for 26 years that you're a peerless member of the world's elite; this recent recognition seems as incontrovertibly appropriate as that day should follow night. Due to the award made to you, I believe the Medal itself will gain still greater significance.

We recently had considerable hail and a little rain at the ranch (the only irrigation, other than winter snow), and lightning killed a rainbow-trout fisherman in a boat on a nearby reservoir. After a storm, looking up at night from our 8,200-foot (above sea level) elevation, the stars are clustered so densely and so brightly glitter that it's easy to recognize, yonder, the probable ratio of ten galaxies for every person on earth.

Though daytime Scottsdale temperature at present hovers above 110, the climate here in winter, spring and autumn is always close to perfect.

I eagerly look forward to seeing you and hope you'll be coming out here, for sure, next winter or before.

Best wishes for Janet and Casey. Take good care of yourself and God bless!

Tom

Hoffman Anna Rosenberg
Replied 8/12/64

Anna M. Rosenberg

ASSOCIATES

444 Madison Avenue · New York, N.Y. 10022 · Plaza 9-4811

Public Relations · Industrial Relations

July 15, 1964

Dear Ed:

It gave me a great deal of pleasure to read the other day that you are to be awarded the Medal of Freedom. I know no one who deserves it more.

Paul asked me to convey his warmest congratulations and best wishes along with mine.

Affectionately,

Anna

Anna Rosenberg Hoffman

Mr. Edward R. Murrow
Pawling
New York

Dear Anna

Mrs- ~~Anna~~ Paul Hoffman

Holland, Kenneth
Replied 8/12/64

Institute of International Education
809 UNITED NATIONS PLAZA, NEW YORK, N.Y. 10017

July 10, 1964

Mr. Edward R. Murrow
Pawling
New York

Dear Ed:

It was with the greatest of pleasure that I read of your being one of the twenty-five men to receive the President's Medal of Freedom. It is certainly well deserved and all of us are proud that you received it.

With best wishes,

Sincerely yours,

Ken

Kenneth Holland
President

Dear Ken

TELEPHONE: TN 7-0400; CABLE ADDRESS: "INTERED"; U.S. REGIONAL OFFICES: CHICAGO, DENVER, HOUSTON, SAN FRANCISCO, WASHINGTON, D.C.
OVERSEAS OFFICES: NAIROBI, KENYA; LIMA, PERU; BANGKOK, THAILAND

Humphrey, H. H.
Replied
8/12/64

JOHN L. McCLELLAN, ARK., CHAIRMAN
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WALTER L. REYNOLDS
CHIEF CLERK AND STAFF DIRECTOR

United States Senate

COMMITTEE ON
GOVERNMENT OPERATIONS

July 13, 1964

Honorable Edward R. Murrow
Pawling
New York

Dear Ed:

I was delighted to learn that you were recently awarded the Presidential Medal of Freedom.

This award stands as a tribute to our President's discernment and good judgment. Our nation is all the better because of your contributions of talent, dedication and honorable service.

I join with your many friends in saluting you. My sincere congratulations!

Sincerely,

Hubert

Hubert H. Humphrey

Dear Senator Humphrey

Japan Institute

JAPAN INSTITUTE OF FOREIGN AFFAIRS, INC.

Cables: GAISEIJIFA TOKYO

C.P.O. Box 301, Tokyo, Japan

Office: Suzuki Bldg., 13 Samon-cho, Shinjuku-ku, Tokyo

Replied 8/7/64.

July 9, 1964

The Honorable Edward M. Murrow
c/o U.S.I.A.
Washington, D.C.
U.S.A.

Dear Mr. Murrow:

I take this first opportunity of expressing my warmest congratulations on your receiving from President Johnson the Medal of Freedom for your distinguished service in public affairs.

In this connection you may be interested to know that the associates of the Japan Institute of Foreign Affairs have sponsored to set up the John F. Kennedy Memorial Fund in memory of the late President Kennedy. This Fund is not only to provide university students with scholarships and fellowships, but also to create the John F. Kennedy Memorial Award to be conferred upon those who serve with distinction in public affairs.

It is a source of great pleasure of recalling my visit with you in Washington in 1961. I always remember the warmth and friendliness you showed me at that time for which I was very grateful.

Sincerely yours,

Gunji Hosono

Gunji Hosono
Chairman of the Board

Kefauver, Nancy P
Replied
8/12/64

ADDRESS OFFICIAL COMMUNICATIONS TO
THE SECRETARY OF STATE
WASHINGTON 25, D. C.

DEPARTMENT OF STATE
WASHINGTON

July 6, 1964

Dear Mr. Murrow:

I was delighted to read in Saturday's paper that you were one of the recipients of the Presidential Medal of Freedom. I can think of no one more worthy of this honor, and I just wanted to add my congratulations.

Sincerely,

Mrs. Nancy P. Kefauver

Nancy P. Kefauver
Expert on Fine Arts
Office of the Deputy Under Secretary
for Administration

Mr. Edward R. Murrow

5171 Manning Place

Washington, D.C.

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
DL=Day Letter
NL=Night Letter
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The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

SYA037 SSG475 :(08). 1964 JUL 4 PM 4 30

SY WA134 PD=WASHINGTON DC 4 103P EDT=

=ED MURROW=

QUAKER HILL PAWLING NY=

:WARMEST CONGRATULATIONS YOUR LATEST FINEST HONOR STOP DO YOU NEED BULLDURHAM SACK=

LARRY LESUEUR=

TELEPHONE No. 855602
TELEPHONED TO adze
TIME 135P
BY H TO BE
ATTEMPTS TO DELIVER

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Warm Congrats
You left fine
Honor

Do you need
Baltimorham sock

Larry
Wash. D.C.

Loomis, Henry

UNITED STATES INFORMATION AGENCY
WASHINGTON

September 21, 1964

Dear Ed:

I just heard of your award. Congratulations! All of us in the Agency got a vicarious kick. It certainly is well deserved.

I've just returned from three weeks in the Far East. You remember the transportable transmitter which we put up in Khon Kaen. I saw a survey that had just been completed in northeast Thailand and this is clearly and overwhelmingly the number one station. Since it only went on the air last November, I think it is a pretty remarkable performance. I must admit that one of the reasons is that the Chinese programming is now almost entirely devoted to discussions of Communist dogma and how wrong the Russians are -- not a very important subject to the peasants of northeast Thailand.

It is also gratifying to see the increased stature of the Voice, not only among foreigners of all types but even among the U.S. press. When I used to visit the area six or seven years ago, the U.S. press always told me they listened to BBC. A few of the British said they listened to us. Now all the press tell me that they made a real point of listening to us, even going so far as to leave the bar on occasion to catch our 7:00 p.m. news!

While I was in Saigon I witnessed a demonstration against VOA by 10,000 students. What we had done was carry a McCloskey statement saying that the U.S. deplored the student riots. This was taken as meaning VOA deplored them and, therefore, the students demonstrated. I was also in the radio station when the second sacking began. It is a little difficult to run a radio station when you've got paratroopers both in the control room and the studio. It it hadn't been so tragic it would have been amusing, or you would have thought you were seeing Gilbert and Sullivan. I remember one music show where there was a poor boy trying to strum a guitar with two bandoleer-covered paratroopers looking over his shoulder. I'm sure he was playing a faster beat than he had originally intended.

Mr. Edward R. Murrow
5171 Manning Place, N.W.
Washington, D. C.

In Hong Kong I got overwhelming evidence that we are the number one station in mainland China. By luck, I got my hands on a half finished study being done by a U.S. graduate student of escapees from the mainland. Thirty percent of his cadre sample listened to us regularly, as did thirty percent of his professionals and twenty-five percent of his students. None of us had dared hope for such high numbers.

All is going on more-or-less the same in the Agency except that the basic principle of frugality has prevented the execution of all the plans and hopes and desires that flourished during the Kennedy era. I was just noticing yesterday when we were pulling together the final submission for our request for next year's budget that there wasn't a new idea in it, that we were just trying to implement next year what we've been unable to implement this year. That in itself is a little discouraging. But then we have something like Tonkin Bay where we went on the air in English, Chinese, and Vietnamese continuously for 36 hours and during my visit I got numerous examples of where people listened and it affected their action. This kind of evidence makes the whole effort worthwhile.

We miss you, Ed. We all send our best to you and to Janet.

Sincerely,

Henry

Henry Loomis
Director
Broadcasting Service

McCahill, W.P.
Replied 8/12/64

THE PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED

WASHINGTON 25, D.C.

Harold Russell
~~MAJ. GEN. MELVIN J. MAAS~~
~~USMCR, RET.~~
CHAIRMAN

July 9, 1964

ASSOCIATE MEMBERS
THE SECRETARY OF STATE
THE SECRETARY OF THE TREASURY
THE SECRETARY OF DEFENSE
THE ATTORNEY GENERAL
THE POSTMASTER GENERAL
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF AGRICULTURE
THE SECRETARY OF COMMERCE
THE SECRETARY OF LABOR
THE SECRETARY OF HEALTH, EDUCATION, AND WELFARE
THE ADMINISTRATOR OF VETERANS AFFAIRS
THE CIVIL SERVICE COMMISSION CHAIRMAN
THE DIRECTOR OF THE OFFICE OF EMERGENCY PLANNING
THE ADMINISTRATOR OF THE GENERAL SERVICES ADMINISTRATION

Mr. Edward R. Murrow
5171 Manning Place, N. W.
Washington 16, D. C.

Dear Ed:

Just a note to salute you upon your selection to receive the President's Freedom Medal. We remember you most vividly for your interest in the People-to-People Program of which the Committee for the Handicapped was a part and are happy to see you honored for your many contributions to a better world.

We hope that there may be a possibility that you might be available in the future to work with us as a volunteer on occasion.

Cordially,

Bill

William P. McCahill
Executive Secretary

AUTHORIZED BY ACT OF CONGRESS TO FURTHER THE OBSERVANCE OF THE FIRST FULL WEEK IN OCTOBER AS NATIONAL EMPLOY THE PHYSICALLY HANDICAPPED WEEK AND TO ENLIST THE COOPERATION OF PUBLIC AND PRIVATE GROUPS IN A YEAR-ROUND PROGRAM TO PROMOTE EMPLOYMENT OF PHYSICALLY AND MENTALLY HANDICAPPED WORKERS.

McCloy, John J.

Replied 8/12/64

JOHN J. McCLOY
ONE CHASE MANHATTAN PLAZA
NEW YORK 5, N. Y.

July 15, 1964

Dear Ed:

I was delighted to see your name included in the list of those singled out by the President for the Medal of Freedom Award. There is no one who deserves this honor more than you.

Sincerely,

Jack

Mr. Edward R. Murrow
Quaker Hill
Pawling, New York

Dear Mr. McCloy -

McManus, W. J.

Replied 8/7/64

WILLIAM J. McMANUS
1710 H STREET, NORTHWEST
WASHINGTON, D. C. 20006

Dear Ed:

May I add my congratulations to others you have received on being presented the Presidential Medal of Freedom, the highest civil honor awarded by the President of the United States.

This award is appropriate recognition of your distinguished career in the news media, as a radio and TV reporter. It is further evidence of your many public service contributions as director of the United States Information Agency.

Please do not take your valuable time to acknowledge this.

Sincerely,

Bill

Mr. Edward R. Murrow
Pawling
New York

Rusk, Dean
Replied
8/12/64.

THE SECRETARY OF STATE
WASHINGTON

July 13, 1964

Dear Ed:

In my books, the President's Honor List for the Medal of Freedom would not be complete without your already famous name. I think you are aware of my estimate of your incomparable talents and achievements in the news media, and the standards you have set in this field will long serve as an example of the best in reporting.

I am glad to have the good word on your progress and want you to know that we miss you and your wisdom.

With warm regards,

Sincerely,

Dean

Dean Rusk

The Honorable
Edward R. Murrow,
Pawling, New York.

Dear Dean

Staats, Elmer B.
Replied 8/7/64.

EXECUTIVE OFFICE OF THE PRESIDENT
BUREAU OF THE BUDGET
WASHINGTON 25, D.C.

OFFICE OF
THE DIRECTOR

July 15, 1964

Mr. Edward R. Murrow
Glen Arden Farm
Pawling, New York

Dear Ed:

Just a note to say congratulations on your selection as a 1964 recipient of the Presidential Medal of Freedom. This is a wonderful recognition, and one fully deserved.

With very best wishes.

Sincerely yours,

Elmer

Elmer B. Staats
Deputy Director

Swing, Raymond
Replied 8/21/64

RAYMOND SWING
3116 RODMAN STREET N.W.
WASHINGTON, D. C. 20008

July 8, 1964

Dear Ed,

Congratulations on being one of the recipients of the President's Freedom Medal. It is as high an honor as he can give and I am so glad he gave it to you. No one on the list deserved it more. Meisung and I send are very warmest felicitations.

We hope you are finding the farm a place to gain strength and also peace of mind. Our very best to Janet.

Affectionately

Raymond

Ware, Margery

Replied 8/7/64.

MRS. ROBERT S. WARE
6300 E. HALBERT ROAD
BETHESDA, MARYLAND 20034

7/17/64

Dear Mr. Murrow - Warmest congratulations on receiving the Presidential Award recently! You deserve great recognition for the good you have done thru T.V. an USIA for many years - especially "the McCarthy years". I fervently hope you are making a full recovery. I only meant to write when you had your operation. You are one of my heroes. Sincerely, Margery T. Ware

POST CARD

WASHINGTON, D.C. PM
15 JUL
1964

Hon. Edward R. Murrow

Pawling

New York

Wershba, Joe
Replied 8/7/64

phone MI 3-2300
area code 312

FACING
LAKE MICHIGAN

shore drive motel

56TH AND SOUTH SHORE DRIVE, CHICAGO, ILL. 60637

26 July 64

Father -

How heartening to see you again. Naturally, I cannot conceal from you the shock of first recognition: You've grown fat, man, fat! (But my wife Shirley, the doctor, says that's the best sign in the world.) At any rate, better fat than fat-headed; this was the best sign of all, that your spirit is lean, and ready to go as soon as the flesh says okay.

I told Mrs. Sandburg later that day, that Carl will be in good company when he goes up to receive the President's medal. And Mrs. Carl said: 'Tell Ed to take the medal, and rest.' She sends her love.

I'm going to take you up on your invitation to Rawling this time. I'll call before I do. Love to Janet. — Joe Wershba

Wheeler, Alexander B
Replied
8/21/64

THE CHILDREN'S HOSPITAL OF PHILADELPHIA
FOUNDED 1855
18TH AND BAINBRIDGE STREETS
PHILADELPHIA 19146

July 10, 1964

Mr. Edward R. Murrow
c/o Mr. James Seward
CBS
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

At about this time last year you were kind enough to say, through Mr. Reed Harris, that "you regarded it a privilege" to have shared with me in urging the selection of Miss Caulfield as a recipient of the Presidential Medal of Freedom.

It is now my pleasure not only to say that I was privileged to have shared endeavors with - but to congratulate another winner of that honor. And a more deserving one I do not know.

I hope that, in all ways, things go well with you and that circumstances may one day pull our paths together once again.

With best wishes,

Alexander B. Wheeler

Alexander B. Wheeler.

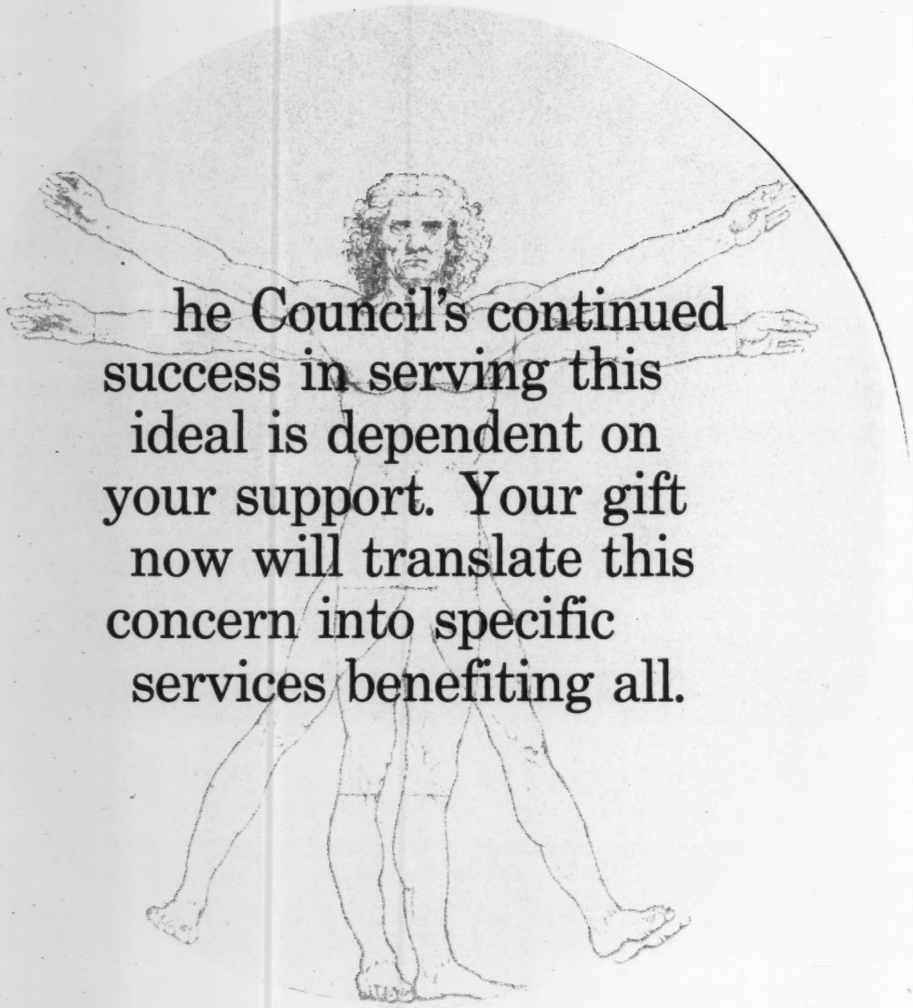
ABW/e

w B

The Whole Man

Through its program, serving men, women and children, The Protestant Council uniquely serves the physical and spiritual needs of people of all faiths and races. Its concern is with the whole man; the whole family of man.

Pen and ink drawing by Leonardo da Vinci of The Human Figure in A Circle After Vitruvius. 1492



he Council's continued success in serving this ideal is dependent on your support. Your gift now will translate this concern into specific services benefiting all.

The Protestant Council of the City of New York

- Non-sectarian delinquency prevention
- Direct emergency relief
- Psychiatric consultation and treatment
- Referral and counseling to homeless and institutionalized children
- Professional family counseling f home term and family courts
- Chaplaincy in hospitals, institut and prisons
- Entertainment and therapy for t hospitalized and infirm
- Cooperation with other civic and religious organizations on questi of social concern

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In 1964 the Council's service program alone will cost more than	$1,030,000
The Protestant International Chapel and program, Kennedy Airport	800,000
To complete the Protestant and Orthodox Center at the World's Fair	400,000
The total amount needed	**$2,230,000**

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Harold M. Lane
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James A. Linen
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Rev. M. L. Wilson

F MAN

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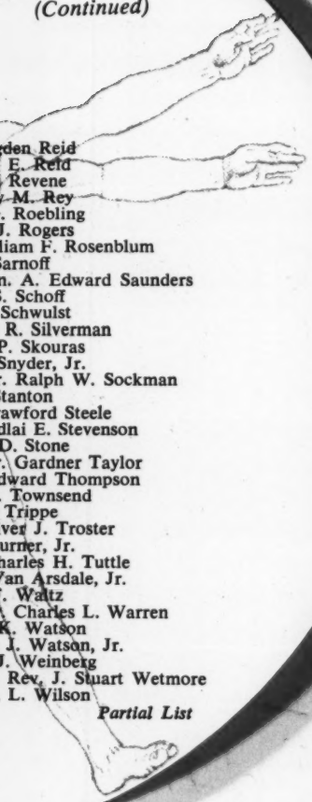
(Continued)



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E. Reid
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J. Rogers
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Soc. for the Family of Man

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TREASURER
Cleveland E. Dodge

October 30, 1964

Mr. Edward R. Murrow
Glen Arden Farm
Pauling, New York

Dear Mr. Murrow:

Enclosed is a check for $5,000.00 which is, as you know, the grant made to you by The Society For The Family Of Man.

I would like to take this opportunity to say that the Judges decision making this Award to you is one I would have made myself.

I wish to express my congratulations and best wishes. Should you need any information or materials at any time in the future, please do not hesitate to call on me.

Cordially,

Joaquin Florillo

Joaquin Florillo
Director of Development

JF:jc
Enc.

On behalf of the Non-Sectarian Youth and Community Services of the Protestant Council, Suite 456, 475 Riverside Drive, New York, N.Y. 10027

It is seldom wise for the recipient of an award to ask why he received it. Some one might rise up and tell him. I must proceed on the assumption that in my case the award was granted for ding absolutely nothing. No one demanded equal time. I did not explain what any candidate meant to say. In short I did not make a single mistake.

I followed precisely the advice given by the late Speaker Rayburn when he said .. quote .. you never have to explain something you didn't say .. unquote. But even people with the best inetentions have found themselves in difficulty while trying to follow that advice. Certain politicians have contended that they were better off for having spent a period in jail..... the contention being that it provides time for reflection and contemplation. This practice has gone out of fashion in most countries.

The speed of communications is wondrous to behold. It is also true that speed can multiply the distribution of information that we know to be untrue. The most sophisticated satelite has no conscience. The newest computer can merely compound .. at speed .. the oldest problem in the relations between human beings and in the end of the communicating process the communicator will

will be confronted with the old problem of what to say and how to say it.

In our society we have spent vast sums trying to detirmine why people buy a given product. We have spent a pittance trying to detirmine why we believe the things we believe. That,I suggest,is because we don't believe in the importance of ideas and we refuse to nourish them. We have got our priorities wrong. Most of us believe that the old-fashioned instrument of radio is a useful means of communication particularly over great distance and across hostile frontiers....and yet the United States is out-broadcast by Communist China and the Soviet Union. That is true because we choose not to spend the money to compete. The United States is not only is being out-broadcast..... it is also being out-published.

We,in this country,can continue to boast of our skills in communications but we must ask insistently and repeatedly...."What is it that we are attempting to communicate?

Having detirmined the answer to that question we have an obligation to use our skills.

FAMILY OF MAN AWARD DINNER
Honoring
GENERAL DWIGHT D. EISENHOWER

CHAIRMAN
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Arthur K. Watson
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Sidney J. Weinberg
Leslie B. Worthington

TREASURER
Cleveland E. Dodge

October 21, 1964

Mr. Edward R. Murrow
Glen Arden Farm
Pauling, New York

Dear Mr. Murrow:

As you can see I am enclosing a special reception ticket which will admit both you and your guest.

Earlier, I sent a continuity of the evening's program which indicated that program participants were asked to meet in the North Orangerie Room at 6:00 P. M. This will enable all program participants to meet each other, to have press photos taken and be available when other dais guests arrive.

If you need any information concerning this, please do not hesitate to call on me.

With best wishes.

Cordially,

Joaquin Fiorillo

Joaquin Fiorillo
Director of Development

JF:jc
Enc.

R19-1214

On behalf of the Non-Sectarian Youth and Community Services of the Protestant Council, Suite 456, 475 Riverside Drive, New York, N.Y. 10027

CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

JAMES M. SEWARD

Executive Vice President

October 15, 1964

Dear Ed:

We have reserved a double room at the Astor for the night of October 28th through Miss Congden, the reservation clerk. She advised us that we should notify the hotel if you wish to use the room before 3:00 PM.

Mr. Fiorillo advised us that there would be a reception at 6:30 PM at the North Orangerie Room on the mezzanine of the hotel, to which Janet is also invited.

Sincerely yours,

Jim

Mr. Edward R. Murrow
Glen Arden Farm
Pawling, New York

FAMILY OF MAN AWARD DINNER
Honoring
GENERAL DWIGHT D. EISENHOWER

CHAIRMAN
The Hon. John Hay Whitney

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Sidney J. Weinberg
Leslie B. Worthington

TREASURER
Cleveland E. Dodge

October 6, 1964

Mr. Edward R. Murrow
Glen Arden Farm
Pauling, New York

Dear Mr. Murrow:

Mr. Seward suggested I write you a note confirming my conversation with him about your receiving the award for excellence in the field of communications. This is a grant from the Society for the Family of Man. Four such awards are planned each year and will be given to people making an outstanding contribution in the area of world peace, human relations, communications and education.

The Society for the Family of Man and the Family of Man Dinner are both sponsored by the Protestant Council. This is a non-political, non-sectarian program which is expressive of the Protestant concern and involvement with the community and world around it.

The inaugural Family of Man award was given to President Kennedy last year just two weeks before his death. At that time he expressed an interest in this program and the objectives of the Society.

The awards will be made on October 28th at the new ballroom in the Hotel Astor. Program participants are asked to meet in the North Orangerie Room at 6 P.M. General Eisenhower, Mr. Whitney, among others will be there at that time. We would like you to be present and to make a brief statement. We would also like to know if you would be available for an interview sometime prior to the dinner.

For your information, I am enclosing some background literature. If you have any questions, do not hesitate to call or write.

With every good wish and congratulations.

Cordially,

Joaquin Fiorillo

Joaquin Fiorillo
Director of Development

JF:ey
Encs.

On behalf of the Non-Sectarian Youth and Community Services of the Protestant Council, Suite 456, 475 Riverside Drive, New York, N.Y. 10027

THE FAMILY OF MAN DINNER

Since 1956, The Protestant Council has presented its Distinguished Service Award to such outstanding leaders as George Champion, Cleveland E. Dodge, Everett C. Drake, Arthur Manchee and Robert Stevens, to mention a few.

In 1963, the Council's traditional dinner format was altered in order to express more accurately its deep commitment to the ecumenical ideal and its concern for all people. It therefore created its "Family of Man" Award and a parallel organization named "The Society For the Family of Man." The inaugural "Family of Man" Award was presented to our late President John F. Kennedy on November 8, 1963.

Each year the Council will make this award to the person judged to have made an outstanding contribution consistent with these ideals. Mayor Robert F. Wagner has proclaimed November 8 as official "Family of Man Day" in the City of New York.

From its modest beginnings in 1956, this dinner has grown to be the largest of its kind in the country. Its committees include the largest grouping of prominent business and community leaders ever assembled for an event of this kind. Last year 3,800 people were in attendance. Press, radio and television coverage spanned the continent and flashed through Europe. Inquiries have come in from as far away as Ceylon.

The "Family of Man" Dinner is unique in that it provides a practical and inspirational format focusing public attention on examples of accomplishment and excellence for all to emulate, as well as helping to finance The Protestant Council Community Service Program.

THE SOCIETY FOR THE FAMILY OF MAN
PROJECTED PROGRAM

Three areas of program activity are projected for the Society for the Family of Man. The first is to encourage creation of dialogue between leaders in various fields with a special focus on ethics in relation to education, politics,business, science and other important areas of human experience and establish a better system of communication of these ideas.

The initial impetus for this dialogue might be started with a symposium on these questions led by outstanding leaders and a subsequent publication of their statements.

It is intended this publication would emerge into an important semi-annual or quarterly magazine distributed to the Society's members and other selected groups. It is hoped this communication would serve as a catalyst and bring into focus the thinking of leaders on these questions and make them available to concerned and enlightened men and women all over.

The second area of program is to select four (4) persons each year who have made outstanding contributions in the areas of world peace, human relations, education and communications, for the purpose of presenting to them the Family of Man Award for excellence in their particular field. The Award will consist of a $5000.00 grant or the establishment of a scholarship for that amount in the recipient's name.

It is planned to announce award winners at The Protestant Council's Annual Family of Man Awards Dinner, one of the largest events of its kind. It offers a platform on which to focus public attention on these specific and outstanding examples of excellence.

In such a setting they become a part of the experience of many people, and a part of our national frame of reference. The frame of reference of a people determines their individual and mass behavior. What it contains is reflected in their actions.

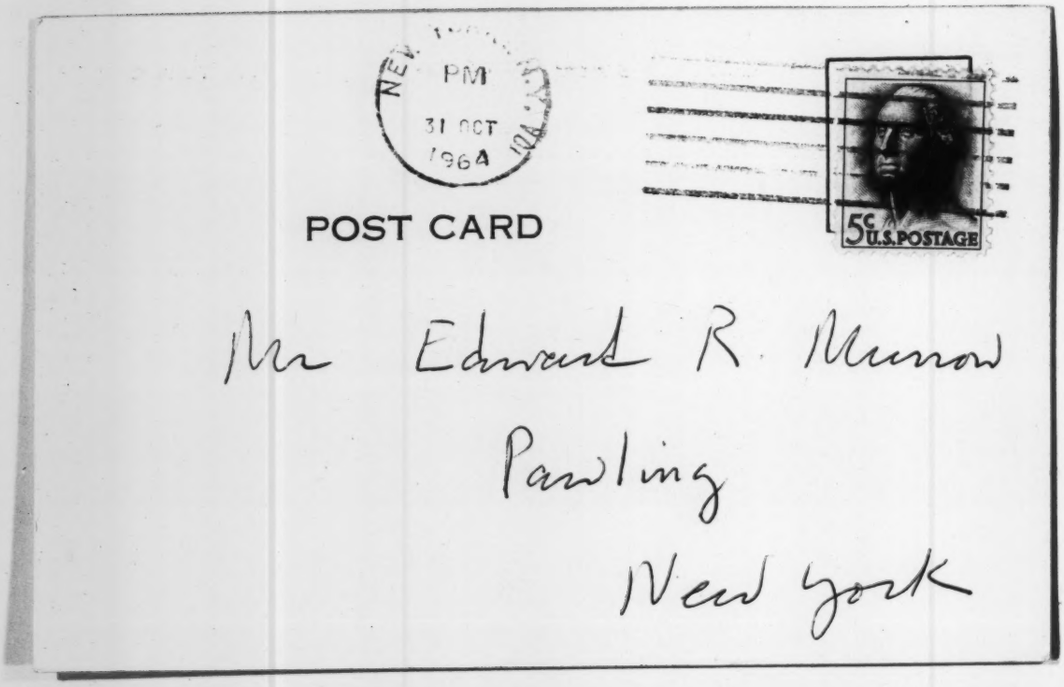
The third area of program is to help finance The Protestant Council's community-oriented programs which include such services as: (a) non-sectarian delinquency prevention and other youth services; (b) professional family counseling for home term and family courts; (c) direct emergency relief; (d) chaplaincy in hospitals, institutions and prisons, and any additional services which the Council may be called upon to offer in the future.

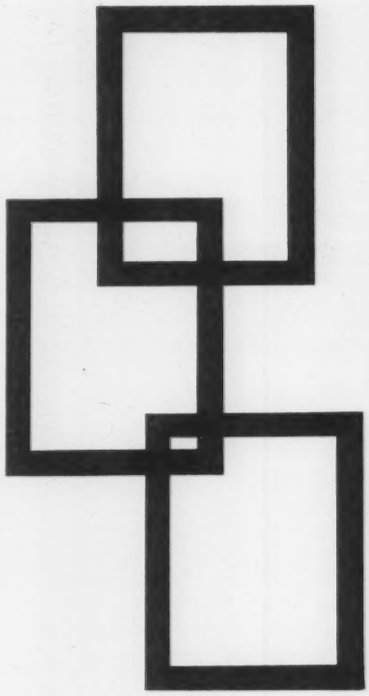
MRS. RONALD TREE 123 EAST 79TH STREET NEW YORK CITY

Oct 31,

Dearest Ed,

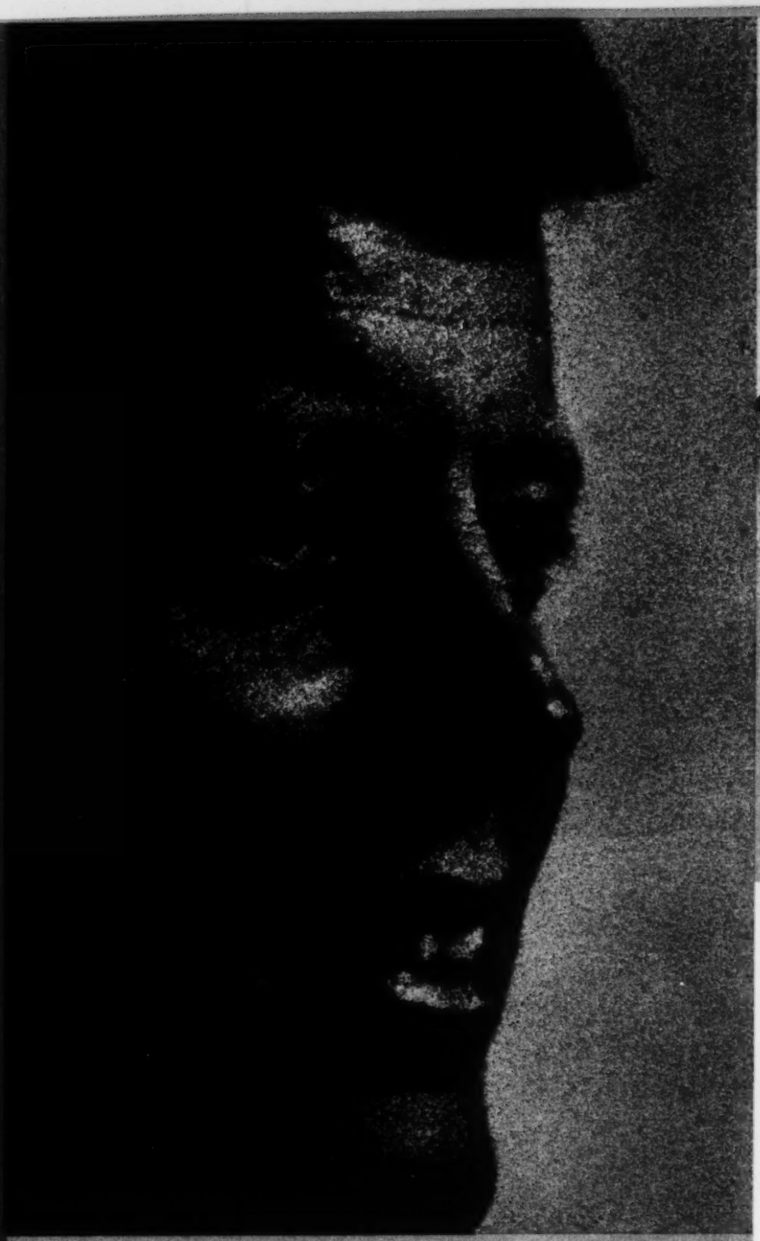
You were magnificent on Wed. night! You were the only one to say something, and you said it so well. - Thank you again for a lovely Sunday & much love to you both - Maudie


PM
31 OCT
1964
POST CARD
5c U.S. POSTAGE
Mr Edward R. Murrow
Pawling
New York



To Mention 3

Testimonies concerning the work and importance of The Protestant Council of the City of New York



"...I am impressed by what you are doing here in the city . . . religious leaders have a great responsibility, not only for the moral life of the community but also for the well being of those who have been left behind."

— PRESIDENT JOHN F. KENNEDY

Photographed by Edward Wallowitch

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"In this crucial and difficult field of combating and preventing juvenile delinquency, and for you and for your many other services to youth and to the families of New York City, I should like to take this opportunity to warmly applaud the Protestant Council. . . ."

— GOVERNOR NELSON *A.* ROCKEFELLER

". . . New York City is proud to bear witness to the valor as well as to the value of the works of this Council. . . ."

— MAYOR ROBERT F. WAGNER

THESE are three national leaders who have commented on the value and nature of the Council's work. Over 1000 prominent business and community leaders joined to work for the Council and supported it. Last year many thousands of individuals and firms contributed and made it possible for the Council to help nearly 260,000 men, women and children of all faiths through a program including among other services:

- **Non-sectarian delinquency prevention**
- **Direct emergency relief**
- **Psychiatric consultation and treatment**
- **Referral and counseling to homeless and institutionalized children**
- **Professional family counseling for home term and family courts**
- **Chaplaincy in hospitals, institutions and prisons**
- **Entertainment and therapy for the hospitalized and infirm**
- **Cooperation with other civic and religious organizations on questions of social concern**
- **Summer camp scholarships**

In 1964 the Council's service program alone will cost more than	$1,030,000
The Protestant International Chapel and program at Kennedy Airport	800,000
To complete the Protestant and Orthodox Center at the World's Fair	400,000
The total amount needed.....	$2,230,000

These services referred to by the late President Kennedy, Governor Rockefeller and Mayor Wagner, are dependent on the voluntary support of concerned citizens from all over. We hope you will join them.

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Partial List

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475 RIVERSIDE DRIVE / SUITE 456 / NEW YORK 27, N.Y. / RIVERSIDE 9-1214

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A Note To Our Friends:

As a modest remembrance of our mutual brush with history last November 8, 1963, we are enclosing a reprint of the program and scroll from the inaugural Family of Man Award Dinner in honor of the late President Kennedy.

Your participation helped make it the largest and most distinguished dinner of its kind ever held in America. Fate made it the final large public event and the last award for the late President.

Thousands have since expressed the conclusion that had a proper understanding of the Family of Man concept been more widely spread throughout our land, the young, vital and dynamic President Kennedy would not have been cut down.

This subsequent and sad turn of events makes it even more important to press on toward the goals set for the Society for the Family of Man. We trust that we can continue to count you with us.

We are all grateful to you for your part in this memorable occasion.

Most sincerely yours,

Dallas Sherman

DALLAS SHERMAN
CHAIRMAN OF THE BOARD

MENU

Suprême of Fruit Princess on Ice
Bisque of Crawfish Amontillado
Celery Olives

*

Filet of Sole Amandine
Parslied Potatoes Parisienne
String Beans
or
Prime Ribs of Beef au Jus
Potatoes Parisienne Rissolées
String Beans Sauté

*

Glace Surprise, Sauce Melba
Petits Fours Demi-Tasse

PROGRAM

FAMILY OF MAN AWARD DINNER

George Champion, Dinner Chairman

INVOCATION

Father Kenneth Morgan, Diocese of Brooklyn, co-chairman of Committee of Religious Leaders in the City of New York

INTRODUCTION OF SPECIAL GUESTS

The Reverend Dr. Ralph W. Sockman, Minister Emeritus, Christ Church Methodist

PROGRESS REPORT

The Reverend Dr. Dan Potter, Executive Director, Protestant Council

MUSICAL INTERLUDE

New York Chamber Soloists

PROCLAMATION

The Honorable Robert F. Wagner, Mayor of the City of New York

*

PRESENTATION OF THE FAMILY OF MAN AWARD

by *The Reverend Dr. Arthur Lee Kinsolving,* President, Protestant Council

to

JOHN F. KENNEDY

President of the United States

and

RESPONSE AND ADDRESS BY MR. KENNEDY

*

The National Anthem

BENEDICTION

Rabbi William F. Rosenbloom, co-chairman of Committee of Religious Leaders in the City of New York

Grand Ballroom, New York Hilton Hotel, November 8, 1963

THE SOCIETY FOR THE FAMILY OF MAN *is a new organization created by the Protestant Council of New York to undertake continuing social and spiritual action. Its name derives from the ancient Greek, "the whole family." Its premise is the essential kinship of all men. Its goals are to gain full acceptance of this premise, and to build for the community a future in which the highest moral, ethical and spiritual values are the bases for all human engagements. Its programs: to support a broad spectrum of services to the community; and to reward—and hold up as examples —special instances of excellence and accomplishment in the vital areas of human relations, world peace, mass communication, and education.*

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THE SOCIETY FOR THE FAMILY OF MAN

The seas through which we labor now run fast and troubled, hugely crested by license and troughed by moral want. Our journals hourly pipe the awful warning of moral shipwreck; but no strong voice has yet asserted a single, constant star for us, or charted a clear and simple course. ✓ Beneath the surface turbulence of cold war, broken homes, delinquency, race conflict and sex obsession are surging underoceanic causes: opposing moral flows in sudden confrontation, heaving groundswells of moral shift, great spiritual currents fragmented into futile eddies. ✓ The human situation never has so desperately demanded that enlightened men of conscience, means and influence join in an undertaking of moral and spiritual survival. Heroic leadership is needed.

ΠΑΣΑ ΠΑΤΡΙΑ, *Pasa Patria, is an ancient Greek phrase meaning "the whole family." The fact of mankind's universal kinship was understood when the world was small. Its rediscovery—as an absolute, irrevocable law—is a vital need of our vast, reluctantly reintegrated world of Now. ✓ The Society for the Family of Man has been created as a working forum for a growing force of men of every faith, across America, who would inspire a consciousness throughout society of all humanity's relatedness. ✓ The first voice of those that called this taskforce into being was raised in the Protestant Council of New York; nor will that voice, or the Council's, subside as the call swells and the work is joined. ✓ But the task of healing and guidance assumed by the Society is far beyond the capabilities of any one denomination, or even of so great a city as*

New York. This is a work to enlist the finest of every faith, creed, ethic and persuasion: leaders, wherever you reside: for to minister to the Family of Man requires an empathy and understanding of every part of it, everywhere.

Leadership has its greatest triumphs in example. A single shining act can kindle an army or inspire a people. It is with the power of example that the Society is armed for the task we share: each member with the example of his association with the Society's work; and as a Society, first in vigorously bolstering a spectrum of community-service programs, and again in the rewarding of individual excellence and achievement: holding up as exceptional exemplars men who, in their life or work, help lead the vital causes of world peace, education, human relations, mass communication. Through these programs, and possible others not yet thought of, the Society seeks to encourage the spread of a new (but ancient and ageless) atmosphere among us, in which the moral choice is the most respected and appealing one, and in which a confidence in the intimate kinship of all mankind is a rich and rewarding constant, so underlying all man's commerce that, if any man be excluded, by so much will the whole human family sense its diminishment.

There shines around the head of every child of God a special aura that is there because God loves him—no matter what his circumstances, color, polish, faith or origin. Mankind needs exercise in seeing this aura around his neighbor's head—and no less his enemy's, for all belong to the Family of Man. Not through exhortation, discipline or law, but through example and the rewarding of example, the Society for the Family of Man hopes to remind man who he is, and who his neighbor is. That is the heroic undertaking.

AN INVITATION

Your interest in the Society for the Family of Man is earnestly enjoined. You are especially invited to ask us any questions you may have about the Society—its programs and plans, the specific community services it will strengthen, its Family of Man Awards, the rewards and obligations of membership. Please direct your inquiries to Dallas Sherman, Chairman of the Board, 475 Riverside Drive, New York 27, New York.

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Jerry Bowyer Lucius D. Clay

Gardner Cowles C. E. Wilson

James A. Farley N. O. Flanigan

G. Keith Funston

Bernard F. Gimbel J. V. Herd

Henry V. Heald Quincy R. Lawrence

S. J. Lieberson

Henry R. Luce Dallas Sherman

Adlai E. Stevenson Robert F. Wagner

Thomas J. Watson

Photo by Edward Wallowitch

The Family of Man Award Dinner 1964

PROGRAM

FAMILY OF MAN AWARD DINNER
THE HONORABLE JOHN HAY WHITNEY, DINNER CHAIRMAN

INVOCATION

The Right Reverend Monsignor Joseph P. A. O'Brien, S.T.D.
Chancellor, Roman Catholic Archdiocese of the City of New York

INTRODUCTION OF SPECIAL GUESTS

The Reverend Dr. Ralph W. Sockman
Minister Emeritus, Christ Church Methodist

OUTLINE OF THE PROTESTANT COUNCIL'S PROGRAM

The Reverend Dr. Arthur Lee Kinsolving
President, The Protestant Council of the City of New York

PRESENTATION OF THE FAMILY OF MAN AWARDS FOR EXCELLENCE

Wheelock H. Bingham, Chairman of The Society For The Family of Man

MUSICAL INTERLUDE

Brock Peters

REMARKS FROM

The Honorable Robert F. Wagner

PRESENTATION OF THE FAMILY OF MAN AWARD

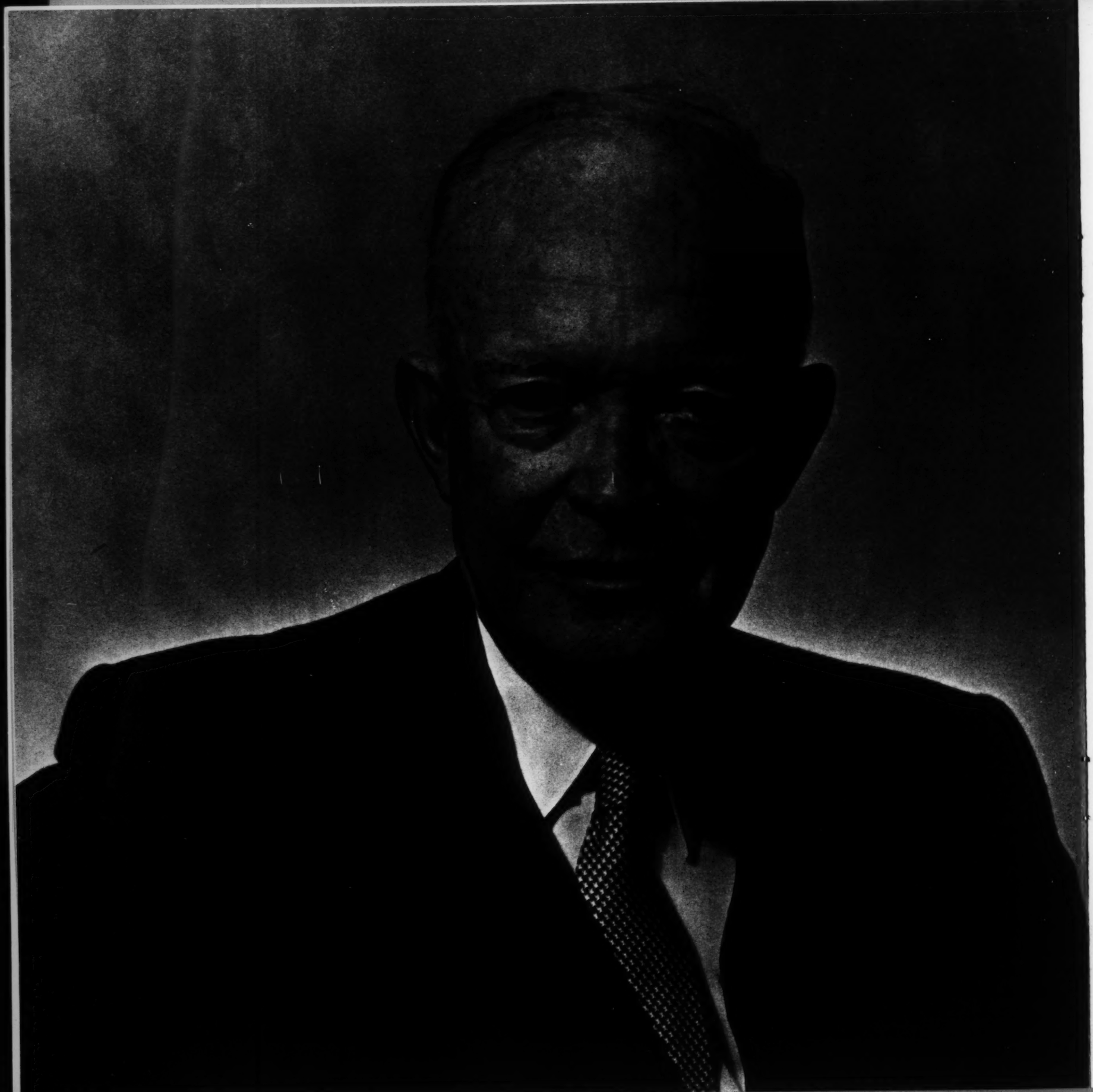
The Honorable John Hay Whitney
to
General Dwight D. Eisenhower
and

RESPONSE AND ADDRESS BY GENERAL EISENHOWER

The National Anthem

BENEDICTION

Rabbi Harold Gordon, Executive Vice-President
New York Board of Rabbis



OUR GUEST OF HONOR

GENERAL DWIGHT D. EISENHOWER,

thirty-fourth President of the United States,
Supreme Commander, Allied Powers Europe, prime mover
in NATO, statesman, author and Christian citizen.
Recipient of the second Family of Man Award
of The Protestant Council of the City of New York.

ABOUT THE SOCIETY FOR THE FAMILY OF MAN

Men and women of all faiths, and newspapers and periodicals reflecting every shade of political opinion have commented frequently and at length on the decline in the standards of morals and ethics both at home and abroad. The business and professional community, particularly at the highest corporate level, is showing an increasing awareness and interest in the problem. It has begun to mobilize the mighty power and influence at its command to attack what it recognizes as a malignant cancer gnawing at the very vitals of men and nations.

In this, the greatest century of progress in man's history, wonder drugs and new techniques in medicine and surgery have prolonged our life span twenty-five years. We are well on our way to the conquest of outer space. Technological developments have provided us with more creature comforts and the leisure to enjoy them than ever before. Yet the world we live in is an armed camp, divided by social and economic antagonisms and riddled with such corruptive practices as race hatred, juvenile delinquency, bribery, graft and discriminatory practices that threaten the very foundations of society.

In 1963, The Protestant Council of the City of New York founded a new and unique membership organization, The Society for the Family of Man. It derives its name from the Greek "pasa patria" used in the New Testament to denote "whole family." It expresses the Council's firm conviction that all peoples of the earth are one family under God. It was designed to serve as a rallying point for the scattered forces seeking to improve the moral and ethical climate of our times, where all who are interested can translate deep concern into positive action.

There is no quick and easy solution to the problem. We have taken the first steps. We will go farther as rapidly as our resources permit.

One of the most urgent needs is for better communication between world leaders in all fields. Too often, concern solely with one's own countrymen, colleagues, or special area of interest has resulted in severely limiting the value and effectiveness of the foremost thinkers. Items (2) and (3) of the Society's program are directed to this phase of the problem.

OBJECTIVES

1. To stimulate the practice of moral, ethical and democratic principles in the daily lives of all peoples.

2. To create an image of individual excellence for all to emulate that will give coherence and direction to a complex world society, not by preaching or exhorting people to be good, but by showing by specific example what good is.

3. To expand the Council's community service program, now helping more than a quarter of a million people of all races and creeds to live better lives, and to encourage the establishment of similar programs wherever they may be needed.

PROGRAM

We are prepared to back these objectives with a five-point program which will be developed and expanded as the need arises and finances permit:

1. A grant of $5,000 to each of four individuals or organizations who have made outstanding contributions in *world peace, education, human relations,* and *communications.* In keeping with the nature and purpose of the Society, these grants may be made to citizens of any country.

2. To initiate an international symposium where outstanding leaders in various fields can meet and exchange ideas with special emphasis on ethics in relation to education, science, business, politics and other important facets of human experience.

3. To publish and distribute a report of the proceedings of the symposium which will serve as a catalyst for bringing into sharp focus the thinking of world leaders. This would be the first step in establishing a system of communication and dialogue between them.

4. To help finance The Protestant Council's community oriented programs which include:
   (a) Non-sectarian delinquency prevention and other youth activities.
   (b) Professional family counselling.
   (c) Direct emergency relief.
   (d) Chaplaincy in hospitals, prisons and other institutions.

5. To do whatever may be necessary to make The Society for the Family of Man everything its name implies.

AN INVITATION

Your interest in The Society for the Family of Man is earnestly enjoined. We will welcome the opportunity to tell you about the rewards and obligations of membership and to answer any questions you may have. Please address your inquiries to: Wheelock H. Bingham, Chairman, 475 Riverside Drive, New York, New York 10027.

EXAMPLES OF EXCELLENCE

This year, for the first time, The Society for the Family of Man is making four grants of $5,000 each to three individuals and one organization for outstanding "examples of excellence" in the fields of World Peace, Education, Human Relations, and Communications. In adopting this policy, the Society's primary objective is to show by example what good is and thus to encourage people in all walks of life to value, appreciate and emulate it.

There is abundant confirmation for the validity of this premise in the everyday lives of most of us beginning in early childhood: the kindergarten teacher building a simple "house" with blocks, the father teaching his small son to fish, the university professor demonstrating a complex chemical reaction.

The distinguished panel of judges who selected this year's winners wish to thank the numerous individuals and organizations who submitted nominations. They wish also to state that their task was not an easy one; a number of eminently qualified candidates were nominated in every category and making final selections was extremely difficult. This leaves us with an excellent reservoir of nominees who will be considered again next year along with such new ones as we may receive.

TO **CHANNEL 13, WNDT** (The Educational Broadcasting Corporation), New York's first non-commercial educational television station, serving the tri-state metropolitan area, for its outstanding "example of excellence" in the field of education.

For its series of instructional in-school broadcasts, for its broad range of cultural programs, for its efforts in developing public taste, rather than catering to it, for imparting knowledge in an entertaining way, and for stimulating interest in a wide variety of subjects. This grant is also made to give hope and encouragement to existing educational radio and television stations and to inspire communities where such facilities are not available to undertake such projects.

"Receive my instruction, and not silver; and knowledge rather than choice gold. For wisdom is better than rubies; and all the things that may be desired are not to be compared to it." Proverbs 8:10-11

JOHN W. KIERMAIER

TO **CHIEF ALBERT JOHN LUTHULI,** President-General of the now banned African National Congress, and winner of the Nobel Peace Prize in 1961, for his outstanding "example of excellence" in the field of human relations.

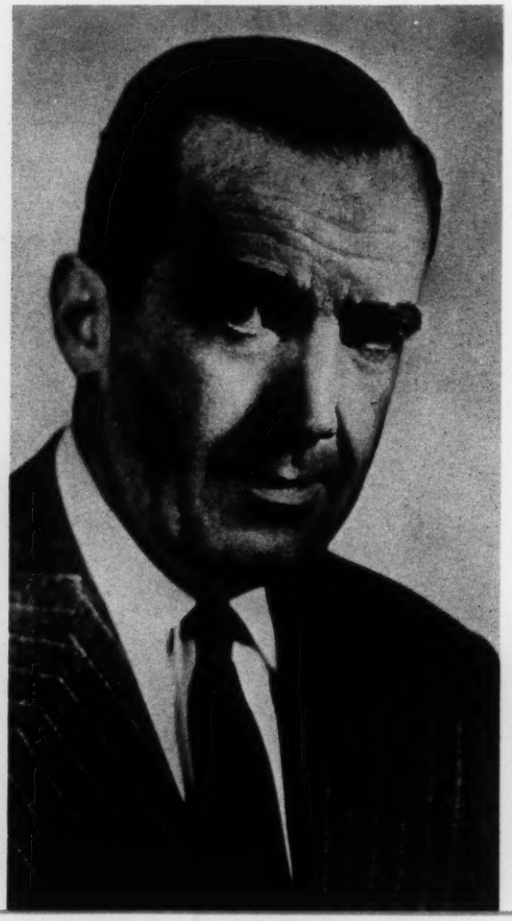
For leading the fight against the apartheid policy of South Africa, always advocating firm and continued opposition by non-violent means. For this, he suffered physical violence, the Government of South Africa deprived him of his position as chief, threw him in prison, and banned the African National Congress. He is presently restricted to Groutville, a tiny community without a doctor, under conditions amounting to house arrest.

"Blessed are they which are persecuted for righteousness' sake: for theirs is the kingdom of heaven." Matthew 5:10

TO **EDWARD ROSCOE MURROW,** former Director of the United States Information Agency, former Vice-President of CBS, and for more than a quarter of a century, one of the most widely heard and best beloved newsmen of our time.

For his distinguished service to our country as Director of the United States Information Agency, for his ability to communicate important events to the peoples of the world, his daring to undertake dangerous and difficult assignments, his consummate skill in combining imaginative techniques with accurate and objective reporting, and his passion for truth and justice for all people.

"Hear, for I will speak of excellent things; and the opening of my lips shall be right things." Proverbs 8:6



TO **AMBASSADOR ADLAI E. STEVENSON,** Permanent Representative of the United States to the United Nations, former Democratic candidate for the Presidency of the United States and former Governor of Illinois.

For the qualities of leadership he displayed both before and after becoming Permanent Representative to the United Nations, for his courageous and effective handling of delicate situations endangering the peace of the world, particularly those reflecting differences between the Western and Soviet blocs, for his ability to command the respect and esteem of all the Member Nations regardless of ideology, and for stimulating dialogue and the free exchange of ideas between them, in one of the most difficult assignments of modern times.

"Blessed are the peace makers: for they shall be called the children of God." Matthew 5:9

IN MEMORIAM

JOHN FITZGERALD KENNEDY,
thirty-fifth President of the United States.

In accepting the first "Family of Man" Award on November 8, 1963, in the last major address of his life, he said:

"It is essential that the word go forth . . . to all who are concerned about the Family of Man. That we are not weary in well-doing and we shall, I am confident, if we maintain our pace, in due season reap the kind of world we deserve and deserve the kind of world we will have."

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5th March, 1965

E. R. Murrow, Esq.,
580 Park Avenue,
New York City,
N.Y.
U.S.A.

Dear Sir,

May I on behalf of the Firm say how pleased we are to hear you have become an honorary Knight Commander Order of the British Empire.

May we hope that we shall have the pleasure of seeing you over here again before very long.

We are Sir,

Yours faithfully,

ANDERSON AND SHEPPARD, LIMITED.

Baas, Dorothy
March 7, 1965

Dear Mrs. Murrow,

Would that you and Mr. Murrow could have been here to enjoy the enthusiastic response to the announcement of Mr. Murrow's recognition by the Queen. People have not forgotten his unique service. Many of our local employees called me to extend their congratulations -- trying to impress upon this ignorant American that such awards are hard to come by. I add my own word of congratulations to those of our British friends. Sadly the pleasure of the honour is mixed with concern for Mr. Murrow-- the news of his return to hospital was released the same day.

How nice you were to write..(My mail is not censored) With your myriad of responsibilities I should be the one cheering you. The apartment must be a delight and you happy to be settled.

Mrs. Willcox will have dinner with Mr. and Mrs. Hutchison and me Thursday . Have you heard she will make a quick trip to the U. S. in May? She, like the rest of your friends, is concerned about the Murrows.

If I can help you in any way from London, please call upon me -- I like to be needed.

Warm regards,

Dorothy Baas

p.T.O.

P.S. - In my last note I forgot to pass along word from Mr. Clark that he, Mr. Kendrick and Dan Rather had a sentimental lunch at the White Tower and talked of the days when Mr. Murrow was dashing about London.

d.b.

Bate Fred

Sunday May 21 '65

THE Westbury

MADISON AVENUE AT SIXTY-NINTH STREET
NEW YORK 21, NEW YORK

ack JM -

My dear Ed:

If you are in small part as pleased by Britain's honor as are all your friends - you are very pleased. We know how inadequate anything would be but they have shown - as best they can - what they and everyone else feel about your contribution.

I certainly don't want to spoil this bright sunny day with a smoggletion of work but feel bound to say that there are twisted and

out of focus spots around this mad world that need your special kind of attention - perhaps even more than the Anglo-American relations ever did.

It must be good to have Casey here for the Spring holiday. Nicholas! presently in Mexico with the Middlesex base ball team, will join Tippy in Waterford next week.

We are hoping to see the new apartment before leaving. Until we see you - congratulations again Ed!

(FRED BATE) Yours ever Fred.

Bennington, Mary K.

224 KENT ROAD
ALEXANDRIA, VIRGINIA

Dear Mr. Murrow,

May my husband and I offer you our heartiest congratulations on your newest and well deserved honour. Had I been the Queen, your decoration would, I think, have been Companion of Honour, for the untold hours of literate pleasure you have given all English speaking peoples. But being British born (a Canadian) I am aware

That a K.C.B.E. is a very high accolade indeed — and I know of no more worthy recipient.

We hope your medical problems are diminishing — for your sake and ours.

We miss you!

Sincerely,

Mary K. Bennington

March eighth.

Benton, Wm.

ENCYCLOPAEDIA BRITANNICA
342 MADISON AVENUE
SUITE 702
NEW YORK 17, N.Y.

WILLIAM BENTON
PUBLISHER & CHAIRMAN

March 8, 1965

Dear Ed:

I am delighted with the news in the attached story from the Times and I congratulate the British government on its acumen. I also like the reassuring news from the doctor that you're merely in the hospital "for a further checkup".

I'm leaving for Phoenix today and won't be back until April 9, to be here for only 12 days before I go to London and Paris for the Spring UNESCO meetings. Perhaps you'll be able to lunch with me in April. We are still hopeful that you and your wife will be able to drive to Southport for an evening with us. We're planning to spend most of the summer there.

I send you my warmest best wishes.

Sincerely,

Bill

William Benton

Mr. Edward R. Murrow
1 West 72nd Street
New York, New York

mil

Blakiley, John

THE SUPERINTENDENT'S HOUSE,
GUY'S HOSPITAL,
LONDON BRIDGE, S.E.1.
TELEPHONE HOP 3351.

14th March

Dear Ed,

Vivien & I were very pleased to read of the honours the Queen has conferred on you, & I write to congratulate you. It is an unusual, in fact unique distinction, but so

we all, over here, feel has been very well earned. You must feel like an Honorary Royal Academician Extraordinary.

Please do not reply, or let Janet do so. With our best wishes,

Yours sincerely

John Blaiklock

Bob -

770 Park Avenue
New York, N. Y. 10021
RH 4-7820

Dearest Ed - The Queen has never done anything which placed us wrong - but of course, she has only put the "official" stamp on the appreciations and affections of vast numbers of her subjects! There will be great rejoicings - maybe even

humiliation you imagine — and

not least from your ever

devoted Bob.

P.S. My special love and congratulations to Lady Mountbatten — No Knight ever had a fairer Lady !!

Bourgin, F. P.

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF EMERGENCY PLANNING
REGIONAL OFFICE 4
BATTLE CREEK, MICHIGAN

OFFICE OF THE REGIONAL DIRECTOR

March 11, 1965

Mr. Edward R. Murrow
c/o U. S. Information Agency
Washington, D. C.

Dear Mr. Murrow:

I noted from the newspaper that Queen Elizabeth honored you by making you an Honored Knight of the Most Excellent Order of the British Empire.

This has prompted me to do something I have wanted to do for a long time; that is, to tell you how much my wife and I enjoyed and appreciated your TV programs during the years when we looked forward each week to seeing and hearing you on our screen. There was a certain quality about your performance that always came through, and we felt it was a unique experience for which we are grateful. This note, then, is our way of telling you how much we appreciate your work.

I might add that I am Si Bourgin's brother, and so I also know of the high level of excellence with which you administered the USIA.

And may I express to you our earnest best wishes for recovery from your illness. With many millions of others who haven't written to you, we are pulling for you.

Sincerely,

Frank Bourgin

Frank P. Bourgin

British Embassy

BRITISH EMBASSY,
WASHINGTON.

3 March, 1965.

Dear Ed,

As Janet will have told you, The Queen has been graciously pleased to appoint you an Honorary Knight Commander of the Most Excellent Order of the British Empire in recognition of your outstanding services in the cause of Anglo-American friendship and understanding.

I send you my warmest congratulations on this well deserved award. I know how much pleasure it will give to all your friends in Britain and the United States that your unceasing devotion to deepening the ties of friendship between our two countries has been recognised in this way.

Yours ever

David Ormsby-Gore

Mr. Edward Murrow

1, West 72nd Street
New York, 23, N.Y.

Copy

Dear David,

Ed was so moved by the gracious act of Her Majesty the Queen in appointing him an Honorary Knight Commander of the Most Excellent Order of the British Empire.

You know how deep is Ed's love of Great Britain. He has always maintained that he left a great part of his heart in London. He is, I know, proud of this new tie with the people of the country for which he has such admiration.

Will you please convey to Her Majesty Ed's gratitude and abiding devotion.

Sincerely yours,

Janet Murrow

Brother Paul

BRITISH INFORMATION SERVICES
845 THIRD AVENUE
NEW YORK 22, N.Y.

My dear Sir Edward !

Oh, brother Ed, how happy we all are that the old saying ... "he's not only payed by the British, he actually likes them" - has found the reverse expression, and that all your thousands of friends and admirers in G.B can say, "I like Ed" — It is the best thing that has

happened for years, and Sarvade at home has been sensible enough to hand out one of these badly designed but splendid stars to Sarvade who really deserves it, instead of to some moth eaten old beaurocrat.

It means a lot to us – and makes all of us who love you realise how lucky we are to have that privilege.

I remain, my dear Sir E., your humble servant and devoted friend
Brother Paul.

Buffe, Carol

1442 East 59th Street
Chicago 37, Ilinois
March 6, 1965

Dear Mr. Murrow,

On the occasion of your appointment as honorary Knight Commander of the Order of the British Empire, I would like to congratulate you and to add a small tribute of my own.

One of the reasons I have never been able to consider the boundaries of my world as anything less than those of the real world, and the most distant African or Asian, anyone less than a neighbor, is that when I was very young I heard a voice on the radio that made faraway peoples and events seem important. As I grew older and understood better what the voice was saying, my interest in the news increased, and with it, my concern about happenings in every corner of the globe. It is that simple. From a voice on the radio--and later, some of the finest programs ever presented on television--to a girl who decided to major in political science; to spend a college year studying abroad; to work for social agencies (including one on an Indian reservation) during summers; to take graduate training in social work; and to enter the Peace Corps next year.

I want you to know about your influence on one person, and to thank you for getting me to pay attention to the world.

Sincerely,
Carol Buffe

Cazalet, Sheran

8 ENNISMORE GARDENS,
LONDON, S.W. 7.
KNIGHTSBRIDGE 1597.

March 13th

Dearest Ed,

It really is the best news in the world and no-one deserves it more than you – Many, many congratulations and I hope you know

how pleased everyone is over here – Thelma was on the telephone at 8.15 Am and couldn't have woken me with better news!!

I am sure you will have hundreds of letters and telegrams

2.

8 ENNISMORE GARDENS,
LONDON, S.W. 7.
KNIGHTSBRIDGE 1597.

So please, please don't think of answering this - I just wanted you to know how touched I am.

Much love to you and Janet,

Sheran.
casalet

Clift, Jane

RIDGE HOUSE · SHENLEY
HERTFORDSHIRE
ELSTREE 5380 STATION ELSTREE

March 5th. 1965.

Dear Ed Murrow,

I see in the Daily Mail that you have been awarded an honorary K.B.E. and this is to congratulate you and to say how glad I am that the Queen has honoured you.

Also to say how sad I am to see that you are in hospital.

Do you remember when you lived in the Chinese Rat Trap as you called it in Smith Terrace in Chelsea during the Blitz and you used sometimes to come into our house at the corner of Smith Street (the tall house with the circular wall at the back which looked over the yard at the top of Smith Terrace) where we ran the Fire Watching Party ?

And the night the little house in Bywater Street caught on fire, and the people had gone to the country and turned the water off and you stood on the roof pretending to be a Marx Brother calling 'Water, Water' instead of 'Timber'? With the bombs dropping all round us like mad? And the night you used our telephone, and and putting down the receiver you said 'They are bombing up the river'. A remark which was received with hollow laughter by us all, since the entire neighbourhood was alight and the house was rocking like a ship?

I do hope I am not making a mistake! It was all so long ago (but never to be forgotten. My insides still go down with a wallop when I hear an air raid siren used as a fire warning, which we still get here in the country, or when the gears of a 'bus whine like the beginning of the wail), but ~~wherever~~ whenever I saw your name in the papers afterwards, in Russia or somewhere I always thought that it was you.

What happened to the good looking young man who shared the Rat Trap with you?

They were terrifying nights and days, but in a way they were exciting. In a funny way I remember that we used to feel almost let down if the sirens went and then the All Clear sounded without anything happening.

I would not like to go through it again and yet I would not have missed being in the middle of it if it had to happen. We always felt sorry for those people who either went or had to go to the U.S.A. to avoid it, possibly with children. As if in some way they had missed history.

Forgive this terrible typing. I do not begin to be a typist, but my handwriting has become almost unreadable even to myself.

This is a crazy letter from someone you probably will not remember but it comes with my very best wishes for your recovery and again-congratulations. Ed Murrow. K.B.E.

Yours very sincerely

Jane Clift.

P.S. I think those days were a couple of years before my marriage to E.P. Clift, who died just over a year ago. I was Jane Strikman in those days but I doubt if you ever knew my name JC.

Collins, Edward

RHINELANDER 4-3386

123 EAST 79TH STREET
NEW YORK CITY

March 9th 1965

My Dear Sir Edward.

I am absolutely delighted you have been made a Knight. No one could have done more for England in the most desperate hour than you did to get us the American support we so desperately needed. I want to wish you & Lady well. We never believe in Half measures. & I know you do not shall not be satisfied until

you are w.k.g. When I get back to England in June this is my first assignment. Again warmest congratulations & get well soon we miss you so much on T.V. CBS is not the same as left to my very kindest Regards.

E. Collins

Edward Collins
Ronnie Tree's butler.

Corwin, Norman

NORMAN CORWIN

March 19, 1965

Dear Janet:

Charlotte Ramsay has told us of her letter from you. We are praying very very hard for that miracle to happen.

We were of course warmed and gratified by Ed's extraordinary honor from the Queen, although I long felt it should have come ten or fifteen years ago. But I suppose one should not quibble too hard with a gesture from a sovereign that, quite by itself, is enough to make a man immortal. Ed is a monarch in his own right. We think of him daily, and continue to hope. If there were therapy in the pressure of all the wishes of those who love and honor him, there would be no question. Kate joins me in sending you love, and in yearning for better news.

Ever,

Norman

Daniel, Clifton

The New York Times
Times Square

CLIFTON DANIEL
MANAGING EDITOR

March 18, 1965

Dear Ed:

Somehow or other, I overlooked your honorary K.B.E. when the news was printed in the daily papers. Belatedly but sincerely, I say that no honor has been better deserved or more genuinely earned.

I would be envious if I didn't know you were in a class by yourself.

Sincerely,

Ed

March 23rd 1965.

2 Wychwood Close.
Benson.
Oxford.
England.

Creese, Audrey

Dear Ed Murrow,

We have just listened to a Radio Broadcast on our Home Service called "This Reporter." The reporter was you -

As an ordinary English housewife I have no authority to speak for others but I am sure it is true to say that you occupy a place of deep affection in very many English hearts.

In our house any programme connected with the name of Ed Murrow was always a "must".

I am remembering a T.V. series you did, linking up notable people in different parts of the world. One with Hans Suyin for instance. Do you remember how naughty she was; refusing to let anyone else get a word in ? And you sat there with a wry look of humorous understanding.

We are all so very sorry you are ill. All the warmth of our hearts goes out to you in gratitude for your courage & example -

Yours
Audrey Creese

Daniels, Worth B.

1150 Connecticut Avenue
Washington, D. C. 20036

WORTH B. DANIELS, M.D.
B. W. LEONARD, M.D.
H. ARTHUR GRENNAN, M.D.
VINCENT P. SWEENEY, M.D.
RICHARD B. PERRY, M.D.

MAR 12 1965

Dear Ed,

I was tremendously pleased to read that you have been awarded the order of the British Empire. I am sure this is rare for any american. I was talking recently with a Britisher about a mutual Doctor friend (R.A.M.C.) who had received the O.B.E. He said to me "'E BE O.B.E., 'E BE"

With warm regards

Worth

Daniels, Worth B

1150 CONNECTICUT AVENUE
WASHINGTON, D. C. 20036

WORTH B. DANIELS, M.D.
B. W. LEONARD, M.D.
H. ARTHUR GRENNAN, M.D.
VINCENT P. SWEENEY, M.D.
RICHARD B. PERRY, M.D.

March 12, 1965

Mrs. Edward R. Murrow
Glen Arden Farm
Pawling, New York

Dear Mrs. Murrow:

Thank you for writing me in detail about Ed. It saddens me deeply to realize how utterly miserable he is. I do hope he is taking plenty of Morphine. Dr. Osler called Morphine "God's own medicine".

Please give Ed my warm regards. I am particularly pleased to see that he has been awarded the Order of the British Empire. I imagine this has not happened often to Americans.

With warm regards,

Sincerely yours,

Worth B. Daniels, M. D.

1150 Connecticut Avenue
Washington, D. C. 20036

WORTH B. DANIELS, M.D.
B. W. LEONARD, M.D.
H. ARTHUR GRENNAN, M.D.
VINCENT P. SWEENEY, M.D.
RICHARD B. PERRY, M.D.

March 4, 1965

Mrs. Edward R. Murrow
Glen Arden Farm
Pawling, New York

Dear Mrs. Murrow:

I have not heard anything from you or Ed in some time, and I am anxious to know how he is getting along.

I send my warm regards to you, Ed and Casey.

Sincerely yours,

Worth B. Daniels, M.D.

ab

Downs, Bill

American Broadcasting Company

1124 CONNECTICUT AVENUE, N. W. · WASHINGTON 6, D. C.

EXECUTIVE 3-7700

Dear Sir...SIR? Your Lordship? Duke? Earl?

Congratulations on Her Majesty's finally getting around to recognizing the contribution of the American cousin to trans-Atlantic amity. I thought your symbolic swat ~~mm~~ from the Royal sword should have preceded Snowden's. But we will overlook this Hannoveran byblow as dictated by the demands of familial peace at Buckingham -- namely Meg-ism. However you can be cheered by the knowledge of the Yoemen of Broadcast House and Fleet Street that you did for Her Majesty's whiskey industry what WC did for French brandy (even tho le Grande Charles still ignores the fact). We Yoemen of the Murrow Guard are in touch with the Scottish Nationalists to promote a new bottled brand of revolutionary spirits called "Old Ed" or perhaps "Bonnie Roscoe".

However your new status creates the necessity of an "entourage". Without exception, history proves that there hasn't been a British "Sir" worth a dram who hasn't had one. Lady Janet will have to take care of her own covey of ladies-in-waiting. (Roz insists on this.) And I have no argument with Fred Friendly as Keeper of the Shattered Pencils; Jim Seward as keeper of the purse; Larry Lesueur as keeper of the promises (after all, he does marry them) -- but, by the Bl---y Mary, patron saint of the-day-after, Downs insists....demands....that he be allowed the appointment as Keeper of the Cork (sampling privileges, of course). Roz has volunteered to be cup-bearer when called upon.

Before you don the ermine, prithee, give my poor suit your sympathetic and vested interest.

Someone mentioned that this is the 20th anniversary of the crossing of the Remagen bridge which the Air Force said didn't exist. The news about you from London today made me feel like the Lieutenant who discovered it was.

FYI, Zousmer called up the other day and asked if I would like to go to Viet Nam on temporary assignment "for about six weeks?". I read him your line about "old, tired, retread correspondents" so they sent

American Broadcasting Company

1124 CONNECTICUT AVENUE, N. W. · WASHINGTON 6, D. C.

EXECUTIVE 3-7700

2-2-2

out a middle-aged announcer-type instead. I have finally attained the wisdom of a practicing coward. In retaliation, ABC assigned me to that 5-sided, cement wasteland called the Pentagon where reigneth the Duke from Detroit. Trouble is, he's got the Military more frightened than an Air Force cadet on examination day. And when McNamara does call one of his rare news conferences, he talks so much and fast you can't get a question answered. The result, Downs has not been heard or seen much on our bailing-wire network of late.

We're hoping to get up to New York one of these weeks to see if they've erected more cocktail-shaker architecture on Park Avenue. Would like to give you a ring.

Roz is continuing to fight the documentary research battle at the National Geographic. She got a raise and the classification of "professional" the other day. I think the rating is strictly Geographic and not biological. Anyway, every little bit helps.

I'll keep you posted.

Equerrily yours,

Bill Downs

5 Feb. 1965

Ducas, Wm.

William J. Ducas
Witherspoon Heights
Princeton University
Princeton, New Jersey
3/10/65

Dear Mr. Murrow,

My heartiest congratulations on your honorary Knighting by Queen Elizabeth. I hope everything is going as well as can be expected.

Princeton life has been fluctuating radically between some tremendous good fun and some very hard work. The most successful recent event was the

reincarnation of the medieval joust. We rented some horses and attired to the best of our imaginations staged the first joust in centuries. Whether or not it will gain any national enthusiasm is still to be determined, but it did relieve the tedium of conventional sports.

This spring I'm planning on skiing in California which should be really great fun, and this summer I'm meant to work in Spain, which with my limited knowledge of Spanish, might be more ludicrous than industrious.

Congratulations again.

Love,

William [DUCAS]

Faith

20 The Lane,
Blackheath Park,
London S.E.3.

Dearest Uncle Ed,

I was so thrilled to read all about your K.B.E. in this morning's papers. What a great thrill and honour more than richly deserved. I am very bad at writing these letters, but beleive ne when I say that I both Julian and I are thrilled and excited for you and Aunt Janet. I wish that I could come over and congratulate you in person, but I fear that we will have to wait for that until you come over here in the srping. I hope that plan is still holding good.

I t was lovely to see you when Matilda and I were over in New York, and I only wish we had had more time, three weeks seemed to fly by and I was leaving again before I had properly arrived.

Please give my love to Aunt Janet, and on no account have any feelings of duty to answer this, I know you will be swamped by laetters from people far more important than me, and I would hate you to feel you had to reply to this little note of good wishes.

Come to London soon, so many people would love to see you, not least us.

Much love from us all to you all,

Faith.

Flood, Donovan

Officers Mess
RAF Seletar
c/o GPO Singapore
4th March 1965

Dear Sir Ed

We read today in the Straits Times of Singapore that the Queen has conferred upon you a Knighthood.

Tonight we shall drink a toast to our newest and most welcome Knight – Our sincere congratulations; our wellwishing for your health; our hopes to be able to express these sentiments to you in person.

Thank you for those words so long ago
Stay with it Sir Ed!

Donovan Flood
John King
and a few others who were about in 39 to 45
and who still survive in the Royal Air Force.

Galbraith, Mrs J. K.

Mrs. John Kenneth Galbraith
30 Francis Avenue
Cambridge, Massachusetts 02138

March 5, 1965

Dearest Janet,

I have been thinking of you very much. Last weekend JKG was in London and the boys were skiing and I had two full days just to myself. I went through old files and found letters from you from Bishop Stortford when you were working

for Bundles for Britain! Would I be Sir Edward now if he were in Britain?

We read today of more tests. Hope they won't be too bad; hospitals devise so many odd things. I wish we could be of any help to you, but anyhow we both send

Much much love,

Cat

From Frank Gillard

Frank —

Langham 4468
Broadcasts London-W1
Telex 22182

BROADCASTING HOUSE
LONDON W.1

8.3.65

My dear Ed.,

Cordial congratulations on your honorary K.B.E. Long may you flourish to bear it. You bring great distinction to our Most Excellent Order. All your friends here know how thoroughly well deserved your K is, & rejoice at its bestowal.

I hope profoundly that your news is good, & that you have safely rounded your very dark corner. Salutations, & the very best of good wishes.

Yours ever,

Frank.

Tuesday

Gebe

PALMER HOUSE
WATERFORD, VIRGINIA

Dearest Ed - We rejoice over your splendid magnificent superb honor. As always the dear British are on the slow side. You really should have received it ages ago.

What I want to know is - have you finally made a Lady out of Janet?

Anyway we click our heels, bow from the waist and send our very special love and congratulations

Gebe

Goldwyn, Samuel Jr.

SAMUEL GOLDWYN, JR.

8 March, 1965

Dear Ed:

I read yesterday of your appointment by the Queen as a Knight of the British Empire.

Many congratulations, but then we have always known you should be rightly dubbed Sir Edward.

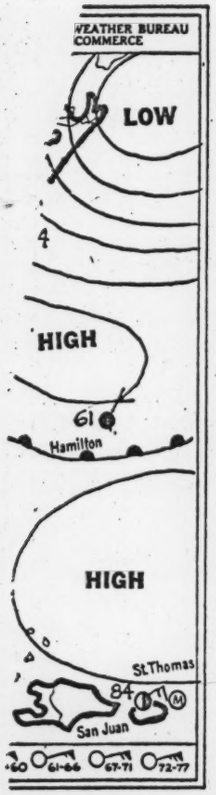
I saw Janet on Alumni Fun yesterday and thought she was very good. Much love to you both.

Sincerely,

Sam

Mr. Edward R. Murrow
1 East 66th Street, #17A
New York, New York

broad



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which control air flow.

low-

Britain Appoints Murrow To Honorary Knighthood

Queen Elizabeth has appointed Edward R. Murrow, former head of the United States Information Agency, an honorary Knight Commander of the Order of the British Empire "in recognition of the outstanding services rendered by him in furthering Anglo-American friendship and understanding."

The appointment was announced yesterday by the British Embassy in Washington. Mr. Murrow has entered New York Hospital, where in 1963 he underwent surgery for the removal of a cancerous lung. One of Mr. Murrow's physicians said yesterday at the hospital that "he is here for a few days for a further checkup."

Mr. Murrow, who is 57 years old, served in London during World War II for the Columbia Broadcasting System. He resigned from the U.S.I.A. in January, 1964, and last November was readmitted to the hospital for surgery of an undisclosed nature.

FORGET TV CHARLIE. HERE'S A NEW KIND OF PORTABLE.

Scrabble® Crossword

Hamlet, Anne

200 EAST SIXTY-SIXTH STREET
NEW YORK, NEW YORK

Dear Janet and Ed:

That was the best compliment the Queen could give you, Ed. Congratulations! What fun to be Sir Edward!

To my knowledge you are the only American to receive this honor.

Janet, you have a real pixie like quality on T.V. You had more personality than all the others combined.

It is too bad Mr. Halyake didn't have Pete Martin. I had never heard of him.

I hope you both are back in your new apartment and enjoying it.

We go to Jamaica for a month March 20th. The Hagans gave us a good report on Jamaica Sun.

Will joins me in sending you both our love and best wishes

Sincerely

Clem Hamlet

March 10th

Hayes, Arthur H.

CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA 1-2345

ARTHUR HULL HAYES
President

March 5, 1965

Dear Ed:

Naturally I was impressed when I read in the paper that you had been made an honorary Knight Commander of the Most Excellent Order of the British Empire. I am very pleased that the Queen is finally recognizing what we have recognized for years.

Seriously, Ed, this was a nice tribute, and I join your many friends in congratulating you. I hope your health is improving and that before long we will be seeing you in these corners again.

Best personal regards.

Mr. Edward R. Murrow
One West 72nd Street
New York 23, New York

Hillary

17, PARK ROAD,
CLARENCE GATE, N.W. 1.
AMBASSADOR 1304.

March 22nd.

Dear Ed and Janet,

We were all delighted and very pleased to hear of your K.B.E. and we send you our enthusiastic congratulations. We also hear that you are back in hospital again but are sure that it won't be for long and that you will be back on the farm again soon.

These days the U.S.A. features a lot on B.B.C. television news programmes, and we certainly do not envy the task that the President has on his hands.

You have no idea how London has been changing during

the past two years. When you next come I doubt if you would recognize much of it. From many places one can no longer have an uninterrupted view of St. Paul's as there are several new sky-scraping office blocks built around it which take away all the old dominating grandeur of the old monument. The City is now a forest of huge office-blocks built of glass so that all the secretaries faint in summer. The growth of traffic here is appalling — in order to drive from point A to point B one nearly has to go up to Manchester and back. Not only is London traffic a crawling stinking mass of machines but there is nowhere to park one's car. The place is now a forest

of parking meters with obstreperous Traffic Wardens on patrol who are all too ready to pounce if you are 15 seconds over the time limit. We can't even park in front of our own house any more! You would also see nothing but road works — one cannot walk a hundred yards without seeing a hole in the road with a workman standing by it drinking tea and meditating about God knows what. In short, you may have gathered by now that we find London life very tiresome at times ..... there is just no room to expand in any direction. I can see it coming; in a few years Europe will be completely overrun by millions of frustrated Englishmen looking for lebensraum with their bowler hats and furled umbrellas. Or perhaps the hords will descend on America. Look out.

Father has more interesting work than before in the Music Department, and they have had to take on extra staff because of this new Music Programme which consists entirely of serious music. It is broadcast on the same wave-length as the Third Programme, and

PAGE (s) MISSING

it is on the air from 7 a.m. to 6 p.m., and very good it is too. There is also more news coverage on all our radio networks now. Mother seems to be teaching more than ever and she comes across an interesting lot of opera singers. I have completed my second term at Oxford and have passed the first bunch of University Public Examinations which I sat for at the end of last term. Now I have no more exams to worry about until I take Finals in two years time when (I hope) I shall get my B.A. As I think you know, I am reading Arabic and next term I shall start studying Persian as a subsidiary subject. I love and am fascinated by the work — unfortunately no texts that we read were written later than about 900 A.D., so I am not too good at talking with present-day Arabs yet..... The family has just given me a type-writer with an Arabic key-board; a wonderful present. We look forward to seeing you again over here soon — I always remember talking with you in the American Embassy Residence in Regents Park two years ago.

في بريطانة مطر كثير كل يوم—
لعل انت صحيح قريبا .

Love from

Hilary

Holland, Kenneth

Institute of International Education
809 UNITED NATIONS PLAZA, NEW YORK, N.Y. 10017

office of the president

March 30, 1965

Mr. Edward R. Murrow
New York Hospital
525 East 68th Street
New York, New York

Dear Ed:

As you know Mary and I have been in South America for the past several weeks so we missed the announcement of your being knighted. We certainly think you deserve this new honor but it is going to be difficult for us to call you Sir Edward.

I hope you will permit us to continue to call you just "Ed". We shall certainly be careful in the future how we tell your story about "leaving a knight out of a dog like this."

With renewed congratulations and best wishes.

Sincerely yours,

Ken

Kenneth Holland

TELEPHONE: TN 7-0400; CABLE ADDRESS: "INTERED"; U.S. REGIONAL OFFICES: CHICAGO, DENVER, HOUSTON, SAN FRANCISCO, WASHINGTON, D.C.
OVERSEAS OFFICES: NAIROBI, KENYA; LIMA, PERU; BANGKOK, THAILAND

Holland, Mary B.

HOTEL Caribbee

March 20, 1965

HASTINGS · BARBADOS - W. I.
CABLES - SUNNY BARBADOS.

Dear Ed,

Ken & I were so very pleased to read of your recent new honor. (K. B. E.) and we want to add our congratulations to the many you have already received. We both feel it is more than deserved & such an acknowledgement is long over-due.

We have been down in Brazil for our "Chear" Conference, & a group of us have stopped off here for a little rest & relaxation.

How is the new apartment coming along? You were just about to move in the last time we saw you. We certainly enjoyed that visit with you.

We'll give you a call when we get back, & in the meantime Ken joins me in sending you our most hearty congratulations, & yours & Janet. our warmest regards—

Mary "Brennan" Holland

Jessie

6/71 Holland Park. W.11.
March 5. 1965.

Dearest Janet,

The news about Ed's KBE is the best in today's papers. It is absolutely splendid and is long overdue — he ought to have had it years ago. And it is such fun to think you are an Honorary Lady! Warmest congratulations to the Gay Old Warrior and I hope he will be able to come over to collect his gong.

It was sweet of you to suggest my name for the Mount Holyoke Fund reception on the 17th and I have sent off for two tickets

at once. It should be an interesting occasion & I shall adore seeing the furniture and pictures that will be on show.

I am dining with Ed's Miss Baas next week. She is a sweetie and seems to have settled down here quite happily, though she finds it a bit cold!

I wonder if you ever received a note I sent you to Pauling saying that I shall be paying a fleeting visit to the States in May. I shall be in New York from May 22 to May 27 & it would be lovely to see you if you are to be there then.

My love to you both and all your friends are so deeply pleased about the KBE.

Ever yours
Jessie

Kaltenborn, H. V.

H. V. KALTENBORN
349 SEA VIEW AVENUE
PALM BEACH, FLORIDA
833-3212

March 23, 1965

Dear Ed:

All your friends rejoice at the well deserved recognition that is coming to you from the Queen of England. It is a fitting capstone to the many other honors you have so well deserved.

May good health again be yours in the near future.

Sincerely yours,

H. V. K.

HVK

Karsh, Yousuf

KARSH

BY APPOINTMENT

March
16th,1965

Dear Ed:

Once more, I want to assure you how very often my wife are thinking of you, and praying for your recovery.

The news of your being made an honorary Knight Commander of the Order of the British Empire was truly heartwarming. It is a signal honour but so very richly deserved - we rejoice for you.

How I wish I could visit with you. I wonder if youare planning to remain in New York after your check-up?

With warmest remembrances to Mrs. Murrow and yourself.

Most sincerely,

Yousuf

Yousuf Karsh

Mr. Edward R. Murrow,
The New York Hospital,
525 East 68th Street,
New York City.N.Y.
U. S. A.

130 Sparks Street, Ottawa, Canada
Telephone 236·7181, Area Code 613

Kearns, Frank

Mrs Murrow
1 W. 7

26 Hallam Street, London W1 Langham 1166-1167

AFRICAN BUREAU

FRANK KEARNS
Chief of Bureau

March 6th, 1965

Dear Ed:

Just back from West Africa, so late on the U.K. news. But I just spotted an item which warms me all over: Queen Elizabeth is making Edward R. Murrow an honorary Knight Commander of the Most Excellent Order of the British Empire.

Congratulations -- and long-overdue!

The news makes not a few of us proud, and enjoying warm nostalgia about Le Murrow.

Heartiest congratulations, Sir Ed.

And I pray, really pray, that this finds you in bettering health.

God Bless,

Frank

Mr. Edward R. Murrow
c/o CBS News
454 West 54th St.
New York, N.Y. 10019
U.S.A.

King, Wm. B.

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

U. S. INFORMATION SERVICE

AMERICAN EMBASSY
Karachi, Pakistan
March 16, 1965

Dear Ed:

This brief note is to congratulate you on the honorary knighthood. I have never known of a more appropriate regal action.

Karachi remains unchanged (which unintentionally is a devastating criticism.) Keeping in mind the importance of personal relations, I have made one really meaningful contact in Pakistan. It is with a mongoose named Mango. (See enclosed photograph.)

He lives with me, but he is under the impression that it is his house and that I live with him. Since I outweigh him 65 to 1, this has not so far become a problem. He hates cobras which is a sentiment I unreservedly share, but so far he hasn't proved to me that it is anything more than a mental prejudice.

He has boundless energy but does nothing constructive. He has insatiable curiosity, especially about things that are none of his business. He is endlessly insistent upon attention and has a brainpan of approximately two ounce capacity, which makes him impervious to reason, logic or precedent.

I don't know what the future holds for America in Asia, but I am sure the mongooses are here to stay.

Fay joins me in sending love to you and Janet.

Sincerely yours,

Bill

William B. King

Mr. Edward R. Murrow
Glen Arden Farm
Pawling, New York

Kitner, Robert E.

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York, N. Y. 10020

CIRCLE 7-8300

ROBERT E. KINTNER
PRESIDENT

March 9, 1965

Mr. Edward R. Murrow
1 West 72nd Street
New York, New York

Dear Ed:

I have just caught up with the fact that Queen Elizabeth has honored you with the Knight Commander of the Most Excellent Order of the British Empire. This is a well-deserved recognition of your contribution to Great Britian during the war and your contribution to world information since then.

I hope you are feeling better. I can only say that the broadcasting business continues to be a terrible rat race.

Sincerely,

Bob

Robert E. Kintner

mm

Leffler, Dorothy

Dorothy M. Leffler

1170 Fifth Avenue, New York, N. Y. 10029

March 10, 1965

Dear Ed -

What exciting news! I was so thrilled to read that you had been knighted by Queen Elizabeth. We are all so proud of you.

I think of you often and miss seeing you at CBS. Please give my very best wishes to Janet and tell her it was such fun seeing her on "Alumni Fun" last Sunday. She looked wonderfully well.

My very best to you always,

Dottie

Lilienthal, David

E R Murrow

DAVID E. LILIENTHAL

9 March 1956

Dear Ed:

Few marks of recognition will please you more, I daresay, nor your friends, than the one just awarded you.

Helen and I enjoyed seeing Janet on TV Sunday; some people die for Alma Mater's treasury; outwitting (or out-guessing) is more fun. And we liked her new hair-do; the rest is the same: a sweet and captivating smile, for example. I'm off to India & Iran Wed. Best best best, Ed. Affectionately, Dave

Lippman, Walter

WALTER LIPPMANN
3525 WOODLEY ROAD, N.W.
WASHINGTON 16, D.C.

March 5, 1965

Dear Ed:

I'm happy to see in the morning paper that the British government is recognizing the historic part you played in the World War. The British are honoring themselves by doing this.

This brings most affectionate regards to Janet and you from Helen and me. I'll give you a ring the next time I get to New York.

Always yours,

W

Mr. Edward R. Murrow
The Dakota
72nd Street and Central Park West
New York, New York

Loomis, Henry

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202

March 10, 1965

Mr. and Mrs. Edward R. Murrow
1 West 72nd Street
New York, New York

Dear Ed and Janet:

Thrilled to hear of Ed's new honor from the British Government. No American deserves it more. All of us at the Voice, while we had nothing to do with it at all, still felt a personal glow.

I am dictating this letter as I am driving into work on Monday going, for the first time, to my office in the Education building. Strange feeling. I will miss the Voice for stimulation and excitment but above all because of the marvelous people in it. I am enclosing a copy of a talk I gave to the staff on the occasion of my leaving. The purpose was to try to review those areas which are important and to which no solution is clear. Unfortunately some of the press and the Agency chose to interpret this as a deliberate slap. It wasn't intended as such. I thought you might be interested in taking a look at it when you have time.

I have just learned that you have had to go to the hospital for a few days. I hope all is well. All of us think of both of you all the time.

Sincerely,

Hen

Henry Loomis
Deputy Commissioner

Enclosure

MacGregor, A. S.

A. S. MACGREGOR
GERMANTOWN, N. Y. 12526

March 18, '65

ED. MURROW:

This elderly couple takes great satisfaction in reading the attached clipping from the N.Y. Times. There's a good feeling from London's action in honoring one whose nightly "This . . is London" meant so much to so many, along in '41 –

Congrats. [Sir?] Edward Murrow
Now get clear of hospital and enjoy a good life, right well earned –

Cordially – Ruth and A. S. MacGregor

McCullough, Donald

9 ELDON ROAD
LONDON
W. 8
Western 1010

WDHMcC/MC

23rd March, 1965

My dear Ed,

I was absolutely delighted to see that the British Empire has made a little token gesture of its gratitude for all the gallant support that you gave us so many years ago.

All your old friends share in the rejoicing and we would like to express our congratulations to you personally. So will you please let me know when you are likely to be over here - give me a few weeks' notice so that I can gather the clans together.

For many reasons we would like to congratulate you and when people ask how I justify my existence I tell them that I risked a court-martial in order to show Ed. the Operations Room in Coastal Command in 1939.

Please convey my love and best wishes to your wife. If she comes with you we will make it a ladies' night.

With all good wishes

Yours ever

Donald McCullough

Edward R. Murrow, K.B.E.,
United States Information Agency,
Washington, D.C.

McGrory, Mary

Mary McGrory
2710 Macomb Street, N.W.
Washington 8, D.C.

March 5, 1965

Dear Ed - I mean Sir Edward -
I mean Your Worship!

How absolutely smashing
the English have made your
knightliness official. I am
all but overcome, and am
practicing bowing into
your presence and all that -
You know we Karps have
never had much luck with
the practices of Empire.
But now we forgive

everything – even Queen Victoria's five-bob contribution to the Famine Fund – because they have done this wonderful, perfect fitting thing for you.

I curtsy to you.

Love,

Mary

Royal British Honor Will Be Conferred On Murrow

WASHINGTON, March 4.—(AP) — The British Embassy said tonight that Queen Elizabeth is making Edward R. Murrow an honorary knight commander of the Most Excellent Order of the British Empire.

The honor is being conferred, the announcement said, in recognition of Murrow's outstanding services in furthering Anglo - American friendship and understanding.

MURROW resigned as director of the U.S. Information Agency a year ago last January after undergoing surgery for the removal of a cancerous lung.

Murrow made his name during World War II with his "This . . . is . . . London" reports of the Battle of Britain over the Columbia Broadcasting System.

MacLeod, Henry

The Seattle Times

SEATTLE WASHINGTON 98111

FAIRVIEW AVENUE NORTH AND JOHN STREET
TELEPHONE MAIN 2-0300

March 5

Dear Ed –

This honor is long overdue. Congratulations.

& hope you're feeling better. My best to you and Janet.

as ever

Henry MacLeod

Marietta

Dear Ed.
It did me good
to see you. Please
let me know when I can
come again. Love,
Marietta.

Merridith, Ken
This man Ed knew in his logging days.

W. K. MERRIDITH
ROUTE 1, CHIMACUM, WASH. 98325
PHONE PORT LUDLOW 2805

Shine-gri-La!
(SHINE PLAT)

HOOD CANAL WATERFRONT
2 MILES WEST OF BRIDGE

"THERE IS MORE SUN AT SHINE"

3/6/65

Dear Ed:

We were very happy to learn last week that you had been decorated by Queen Elizabeth II. We suppose that this will give you a great deal of well earned pleasure.

Well, Ed, now that you are retired, too, when are you coming to the West Coast again? If you would enjoy it, I will drop everything, and take you to Sappho and Lyle and then drive you through Rayonier's net work of logging roads in the Dickey-Hako-Ozette woods.

Sincerely yours
Ken Merridith

Edward R. Murrow
New York N.Y.

Meyer, Cowles

A5, ALBANY,
PICCADILLY, W.1.
REGENT 3736.

Dear Es. At last they've gotten around to our most distinguished American! I was thrilled to pieces to read of your K. B. E. —

as are all your English pals, too!

Devotedly

Fleur

(Cowles Meyer)

Middleton, Drew

The New York Times
BUREAU DE PARIS
37, RUE CAUMARTIN (9e)
RICHELIEU 37-49
(6 LIGNES GROUPÉES)

DREW MIDDLETON
CHIEF CORRESPONDENT

March 10, 1965

Dear Ed,

Congratulations, rather late, I fear, on your "K". As is usual in this business, something came up just as I sat down to write . So here I am, days late. But it really is deserved. No one helped explain what was going on in 1940 more than you. Or did it with more perception, taste and fidelity to fact.

Europe is rather quiet at the moment with all eyes on South Vietnam. The French, who do know something about the area, are very windy but also very illogical. What irritates me more than anything else is that the past is so easily forgotten. Appeasement is always appeasement no matter what high flown reasons are advanced. The simple point is this: do we want to take on the Chinese now or five years from now. You and I, who went through all this before, know the answer. But, damn it, so did the French. And they want to scuttle.

Steve is away in Moscow spending two weeks with Humphrey and Peggy Trevelyan at the Embassy. It's her first return since June 1947 and she's been ahhing to go ever since my second trip back in '61. She finds the place very changed, as I expected she would, and is most impressed by the relative freedom with which Russians speak to foreigners.

Meanwhile, I'm working away on a book in Paris and privately praying that the news lull will continue so that I can meet the deadline of May 1. It's one of those "Good God, what happened to the Alliance" jobs but I think it may sell.

The New York Times
BUREAU DE PARIS
37, RUE CAUMARTIN (9e)
RICHELIEU 37-49
(6 LIGNES GROUPÉES)

Ingrid Stoneman is in Paris for the week and I am taking her out to lunch, today. The Doc is fishing the Wye and very bad tempered about it, too. He's heard bad reports about the salmon and says the country is going to the dogs - "and you, too, Middleton."

At that, things could be brighter in the tight, little isle. Wilson is beginning to have the expected difficulties with the left wing of the party over Vietnam and nuclear weapons. The bill for last year's loan comes due this spring. Meanwhile we have a couple of chowder-heads like George Brown and Jim Callaghan managing the economy. I can't say the other side is much better. But Macleod, Maudling, Heath and the others have brains. If only they could get rid of Alec.

Our best love to Janet.

Yours ever,

J—

P.S. We'll be home in June. Hope to see you then.

P.P.S. Collingwood stuck in Saigon and very browned off about it, too.

Moore, John

Lower Mill Farm,

Kemerton,

Tewkesbury,

Glos.

23rd March, 1965.

Edward Murrow, Esq.,
1176 Pennsylvania Avenue,
Washington, D.C. U.S.A.

Dear Ed:

Very many congratulations on the Hon. K.B.E. We are all delighted.

The Savile still misses you.

I do hope you are quite well again.

Yours ever

John Moore

Morgan, E. P.

EDWARD P. MORGAN • 1124 CONNECTICUT AVE., N. W. • WASHINGTON

10 March 1965.

Dear Sir:

The "Sir" is just a practice run for the next time I see you. The Queen could not have dubbed a finer, if more improbable, knight. Wendy sends a commoner's warm embrace.

Somehow I don't find the Little Aubrey jokes coming from Madison Avenue very funny but what the hell, we're all nuts in the media, aren't we?

All the best,

Ed

Na —

THE COTTAGE,
ROSE HILL,
DORKING, SURREY.
DORKING 2760.

5. III. 65

Dearest Janet,

It was with such great pleasure that we saw in today's papers the honour that has been done to Ed. How proud you must be of him. I know honours are not considered in the same way in your country, but an "honorary" Honour is a great distinction — though not more than Ed. deserves. Everybody here

is so delighted with the news. No one of my generation (and a bit younger and older) is even likely to forget Edi's contribution during the war.

Our loving congratulations to you both - we think of you a lot.

Have just been to visit to see Dick - he's on top of the world. He & his friends are giving a party for 150 in their flat on Saturday evening. When I tell you that they have 3 smallish rooms you'll think, as we do that it can't be done!

Good love

Nancy

Peck, Hildegard

Tel.
Ringwood 305.

Foresters,
St. Ives,
Ringwood,
Hants.

Nov. 31. 1965.

Mr. E. R. Murrow.

Dear Sir,

I am just an English housewife, & in the British Isles, I am certain, there are so many such housewives, who would choose to join me in sending you congratulations & to tell you, of our great pleasure, that you have recently received the K.B.E. in recognition of your wonderful services to the cause of freedom, remembering in particular your long period of reporting from London.

You were indeed, & I believe

still are our friend. Your well remembered voice still lives in our hearts - "this reporter".

From first hearing of your illness, I have often thought of writing to you, then the recent news of your British Lion, somehow gave me the courage to do so.

May I offer my sympathy for your illness & send my best wishes for your recovery.

Yours very sincerely.

Hildagarde Peck.

Peterson, Leone

March 11, 1965

Dear Mr. Murrow:

May I congratulate you on receiving the great honor recently bestowed on you by Queen Elizabeth II. We are all very pleased for you, and very proud of you, Mr. Murrow!

I do hope that you are feeling well, and will very soon return to television and radio.

All good wishes to you.

My sincere admiration,

Leone Peterson

Rouse, A. G. R.

BRITISH CONSULATE-GENERAL
845 THIRD AVENUE
NEW YORK, N.Y.

19 December, 1966.

Dear Mrs Murrow,

We were terribly sorry to hear about the tragic loss which you have suffered. At times like these words are inadequate but my wife and I would like you to know that our thoughts are with you.

We are naturally disappointed that we will not have the pleasure of seeing you and your son this evening but quite understand that at this time you would wish to be with your sister-in-law. I think that you may like to have the Warrant relating to your late husband's K.B.E. without further delay and I am, therefore, enclosing it herewith. We look forward, however, to seeing you again soon.

Once again, our very sincere condolences.

yrs. ever
Tony Rouse

A.G.R. Rouse,
Consul-General.

Mrs. Edward R. Murrow,
One West 72nd Street,
New York, N.Y. 10023.

Rowan, Carl

UNITED STATES INFORMATION AGENCY
WASHINGTON

DIRECTOR

March 18, 1965

Dear Ed,

I just returned from a mission to Saigon to learn the wonderful news that you are now an honorary Knight Commander of the Most Excellent Order of the British Empire. The title is impressive but no more so than your contribution.

Everyone in USIA takes great pride in your honor, and I know I speak for the entire staff as well as for myself in sending heartiest congratulations.

I also send my best wishes for your continuing recovery and my warmest regards.

Sincerely,

Carl

Carl T. Rowan

The Honorable
Edward R. Murrow
One West 72nd Street
New York, New York

Runyon, M. R.

MEFFORD R. RUNYON
21 APPLE TREE TRAIL
WESTPORT, CONN.

My dear Janet -

Friday Morning.

My Janet and I were simply thrilled when we heard on T.V. the other night about the honor the Queen had bestowed on Ed. It was wonderful and Ed surely earned this recognition many times over. And you were always there at his side during those dark days. We all owe you both a staggering debt of gratitude for what you did for this country over so long a period.

I'm sorry to learn from the same broadcast that Ed is back for further checkups. Please give him our sincere best wishes.

He might also like to know that the Century Admissions Committee finally approved Jim this week and he will be acted upon at the monthly meeting on April 1st. It has been a long 3½ years wait.

I had lunch with Doris Klauber now Wachsler earlier this week about the plans I talked to Ed about and she asked to be remembered to you both.

Always sincerely

Mff Runyon

Shank, Donald J.

ARTHUR A. HOUGHTON, JR.
CHAIRMAN
CLARENCE W. MILES
PRESIDENT
DONALD J. SHANK
DIRECTOR

WYE INSTITUTE, INC.
COUNTY OFFICE BUILDING
CENTREVILLE, MARYLAND

P. O. BOX 26
TELEPHONE:
758-1460

March 9, 1965

Sir Edward R. Morrow
New York Hospital
New York, New York

My dear Sir Edward:

All of your admirers are delighted that Her Majesty has bestowed the mantle of knighthood on you. I don't give a damn about constitutional limitations on the use of titles in the United States, from now on you are "Sir Edward" in my book.

Since the Eastern Shore of Maryland was settled and is still controlled by British subjects, we are prepared to supply an appropriate estate over which you shall rule.

Sincerely yours,

Don

Donald J. Shank

DJS:je

Sheehan, Dinah

Mar. 5th, 196

Oh,

- How

how pe

(

1965

166 E. 35th St.
New York 16,
N. Y.

h, my dear Sir Ed –
o lovely and
proper – Love
Dinah
(Sheean)

Mount Vernon, 1799
Aquatint by Francis Jukes
after painting by Alexander Robertson.
Stokes Collection,
The New York Public Library

3/18/65
Shepherd, Kay

The Towers

THE
WALDORF-ASTORIA
NEW YORK 22, N.Y.

Dear Janet —

Congratulations to Sir Ed and Lady Janet. This is a wonderful honour and so deserved - both of you. I immediately thought how pleased Sir Winston would have been. And I suspect he may have had a hand in this.

I have your address from Amanda x I was

so sorry you could not introduce Mrs. Wright on Tuesday. You were greatly missed.

I am thinking of you and Ed so much — I should like to see you — do drop me a note if I may call you (or you call me)

If not — I certainly understand

Affectionately —
Kay S Lupard

Home tel
203 TO9-0632

Thurs. March 18th

From MESSRS. SOTHEBY & Co.

G. V. PILKINGTON, P. C. WILSON, J. C. BUTTERWICK A. R. A. HOBSON A. J. B. KIDDELL,
T. H. CLARKE F. ROSE R. S. TIMEWELL C. GRONAU. R. J. RICKETT
ASSOCIATE: JOHN CARTER, C.B.E.

34 & 35, NEW BOND STREET, LONDON, W.1

TELEGRAPHIC ADDRESS:
"ABINITIO, WESDO, LONDON."

TELEPHONE: HYDE PARK 6545 (6 LINES)

5 inch

Sotheby

Dear Janet

And almost twice too! Still, we are all delighted and I hope it pleases Ed, not to mention you - Enclosed was the best this AM.

Lou Jake

From MESSRS. SOTHEBY & Co.

C. V. PILKINGTON, P. C. WILSON, J. C. BUTTERWICK A. R. A. HOBSON A. J. B. KIDDELL,
T. H. CLARKE F. ROSE R. S. TIMEWELL C. GRONAU R. J. RICKETT
ASSOCIATE: JOHN CARTER, C.B.E.

34 & 35, NEW BOND STREET, LONDON, W.1

TELEGRAPHIC ADDRESS:
"ABINITIO, WESDO, LONDON."

TELEPHONE: HYDE PARK 6545 (6 LINES)

Sotheby

Dear Janet

And what bric
too. Shall we
are all delighted
and I hope it
pleases Ed, not
to mention you -
Excited was the
rest this atm.

Love Tale

5 mch

Stevenson, Adlai

UNITED STATES REPRESENTATIVE
TO THE UNITED NATIONS

799 UNITED NATIONS PLAZA
NEW YORK 17, N. Y.

YUkon 6-2424

March 18, 1965

My dear Sir Edward!

Why is it I am always the last to hear the important news? At all events, I have finally caught up with your most recent recognition and send you this belated word of congratulation.

But I would rather hear that you were out of the hospital and ready for a long walk and a long talk with an old admirer.

Bless you, my dear and distinguished friend, and much love to Janet.

Yours,

Adlai

Mr. Edward R. Murrow
1 West 72nd Street
New York City

Swing, Raymond

RAYMOND SWING
3116 RODMAN STREET, N. W.
WASHINGTON, D. C. 20008

March 5, 1965

Dear Ed,

Now that you are Sir Edward I hasten to send my congratulations. Knowing London as I do I know what it means to the British to make you a Knight. Knowing you as I do I know it pleases but does not enlarge you. You are more pleased that Janet becomes Lady Murrow than that you are to be Sir Edward. It is a delight for all your friends for both of you, and I only hope that you allow yourself the indulgence of being VERY pleased. Not much less pleased than when you were given the Freedom Medal.

I know you have been having a hard time recently, and wish there were some way you could be rid of pain and could FEEL your strength rising again. You bear your tribulation, as you lived, courageously. In doing this you do us, your friends, a lot of good. We should like you to be repaid in part by their affection. You know you have mine, and my fervent good wishes.

As always,

Raymond

Taber, Mary Field

Carmel Valley Mallot
Carmel, California
March 4, 1965

Dear Mr Morrow:-

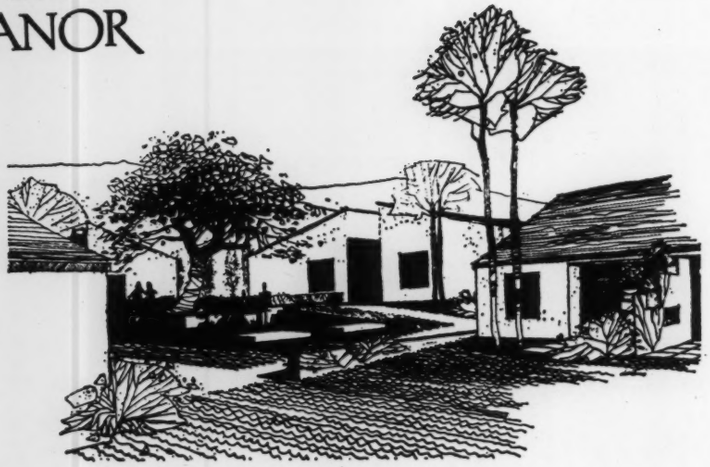
A few minutes ago here in far away California, where I am vacationing, I heard the announcement of the special award of merit with which the Queen has honored you for your outstanding service during the great War. I am moved to send you my very happy congratulations for so well earned a citation.

It brings back so vividly the reassuring voice we all listened for so anxiously each evening. We knew from what danger, spots it was often broadcast.

Thank you for all the courage and effort involved, and all best wishes for returning strength and well-being of every kind, and my greetings to Janet I

Very sincerely yours
Mary Field Taber

CARMEL VALLEY MANOR



Taylor, Davidson

Columbia University in the City of New York | New York 27, N.Y.

ARTS CENTER PROGRAM

5 March 1965.

Dear Edward R.,

There must be hundreds of your friends whose hearts were warmed today by the news that Queen Elizabeth has appointed you an honorary Knight Commander of the Most Excellent Order of the British Empire. I can think of no-one who would more grace the title.

Mary Elizabeth and I send love to you, Janet and Casey.

Sincerely,

Dave

Davidson Taylor

Tomlinson, F.S.

BRITISH CONSULATE-GENERAL
845 THIRD AVENUE
NEW YORK, N.Y.

8 March, 1965

Dear Mrs Murrow

I have been asked to pass the following message to your husband from Sir William Stephenson:-

"Dear Ed,

This message of congratulation on your highly deserved new British honour also enables me to join again with your vast number of friends everywhere to wish you well.

Bill".

Yours very sincerely
F.S. Tomlinson

F.S. Tomlinson,
Consul-General.

Mrs. Edward R. Murrow,
1 West 72nd Street,
New York, N.Y. 10023.

Treadwell, J.W.P.

660 MADISON AVENUE
NEW YORK 21

March 11, 1965

Hon. Edward R. Murrow, K.B.E.
1 West 72nd Street
New York 23, New York

Dear Ed;

Susan and I are perfectly delighted to hear about your "K". We send you our very heartiest congratulations on a splendidly earned honour. I am so glad that the Queen has followed the President in recognising, by a high award, the tremendous job you have done for Anglo-American relations as well as in so many other fields.

It is hard to realise that almost a quarter of a Century has gone by since that September day in 1940 when you gave me a lift in your M.G. from Whitehall to the Dorchester. Susan was in bed having 'flu and I remember what a boost it gave to her morale to meet you and to talk with a fellow countryman again after a fairly long interval. Those were the days of your great program "This is London".

Susan greatly enjoyed lunching with Janet yesterday.

She sends you both her love.

Yours ever,

Jack

Brigadier J.W.F. Treadwell

JWFT:kmck

Trout, Robert

ROBERT TROUT

March 10, 1965

Dear Ed,

Greetings.

I was so delighted to hear of the honor from the Queen that I had to write to tell you. Secretly, we have long thought of you as Sir Edward.

My trip to London the other day was weird. Only four days there, and so fast that I doubted that I had been there at all. I scarcely had time to see anyone except the crew at Hallam Street, but one afternoon I did manage to stop in at Anderson and Sheppard. The man who makes the coats very sincerely asked me to give you his best. Then, later, when I was out of the cubicle and in the front room, he came after me to tell me that he hadn't meant that as an expression of the company's regards; it was his own personal feeling that he wanted to convey.

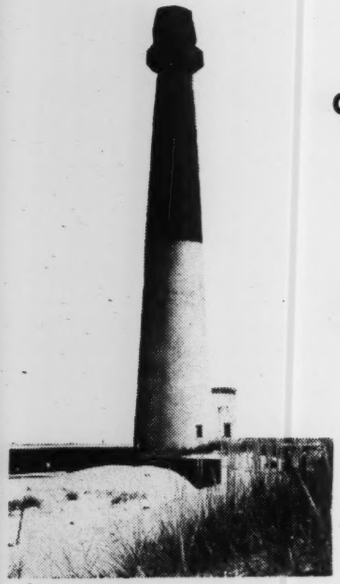
Of course, London is never the same without you.

Best from both of us to Janet and you.

As ever,

Bob

Tyson, Lovering



OCEAN FRONT RESORT **OPEN ALL YEAR**

Beacon Manor Hotel & Motel

Rt. 35 & Ocean Ave., Point Pleasant Beach, N. J. — 892-2111

March 7, 1965

Dear Janet:-

You will be surprised to get a letter from me with the above locale! Today is Rita's birthday — and Communion Sunday at the little church to which both of us belong down here, so as I had some business to attend to here at the local bank, and a local lawyer, I thought I would come down for a few days. This is my favorite country as you know — home to me as no other place is. It is still too cold to stay in our house but in another week or two I intend to move in.

Rumors move about Ike, — and all I know is what appears in the newspapers, is worrisome — and glorious. Worrisome over his health, of course, and wonderful because the British recognized the contribution he made during the war. There is another side down here I am constantly interthinking reason. running into memorabilia of the time, and as I

Keep turning into corners I find all sorts of interesting things. Yesterday in emptying my a drawer in Reba's desk I found something I sent her when I first went abroad, just what you or I don't remember, but it was in the [illegible]. The card was a picture of a beautiful little chapel in Devonshire (that's where the Tyson's came from) & I copied from a tomb of a knight just inside this inscription.

AND THOU WERT
THE COURTEOUST
KNIGHT THAT EVER
BARE SHIELD
AND THOU WERT
THE TRUEST
FRIEND THAT EVER
BESTRAD HORSE

Capitals underscored. "This suggests Ed Murrow to me" was my comment.

I thought you might like it at this time.

Love to you — wonts of and of love time.

As always

Ty.

LEVERING TYSON

Viccari, C. B.

CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. PLAZA 1-2345

JAMES M. SEWARD
Executive Vice President

March 30, 1965

Dear Mr. Viccari:

This is to acknowledge and thank you in Mr. Murrow's behalf for your letter to him of March 23rd.

I will, of course, pass it along to Mrs. Murrow.

Sincerely yours,

Louise Gimple
Secretary

Cavaliere Benedetto Viccari
c/o John S.
124 Regent Street
London, W.1, England

6, Tyrolese
Av. Rd.
Bayswater
London
2.

Dear, Dear Mr. Sargent

I heard your voice on the radio & to me it was like a ray of sunshine from a broad glow & I am happy to be able to write to you & to wish you a Merry Christmas & a happy New Year.

I was so much the pleasure to see you at a time when I had your address & I always prayed Saint Cosma e Damiano for you - because you have been one the best gentlemen to have to cut the hair - I had an Daffron a week or so - (from the N.Y. times in Paris) & we spoke in praise of you.

My best wishes & God be with you.

Benedetto Viccari.

I. Comme Dessin
is the will be
Mme de Le
Comte
Italy.

olean Crt.
. Road.
autlead
Surrey.
23.3.65
Mrs. Morrow,
voice on
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London.
you ha-
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ic of had
to have
a client-
pray

6, Tyrolean Crt.
Ave. Road.
Bantlead
Surrey.
23.3.65

Dear, Dear Mr. Morrow,

I heard your voice on the radio last night - there's a special program of your wartime broadcasts from London.

I am happy you have been brighter - it was so nice of him the honour to have had you as a client.

I always pray

Trinity Cosmo & Damian's for you - because you have done the best possible for the Queen to end the Vietnam - I hope & pray it will be ended soon.

Yours sincerely
Barbara Hutton

Voorhees, Tracy

TRACY S. VOORHEES

888 17th Street, N.W.
Washington 6, D.C.

March 15, 1965

Dear Sir Edward:

It was with great satisfaction that I read of the Queen's recognition of your distinguished service to her country. Now I know that it is no longer a case of "When Knighthood Was in Flower," but it is now when knighthood is in flower.

However, after careful consideration, Ed, I am convinced that the British will fail in any effort to make a stuffed shirt out of you.

This note of course needs no acknowledgment.

With warm regard and a special cheer for the Queen,

Tracy

Tracy S. Voorhees

Honorable Edward R. Murrow
Glen Arden Farm
Pawling
New York

V.04 Pop.

March 26th

Dear Mr. Murrow —

Please forgive this intrusion on your privacy from a long-time (since the war) admirer.

All I wanted to say is "congratulations" on the honorary knighthood, which pleased and delighted everyone.

know, and that I hope you're feeling much, much better and we'll soon be home and enjoy a Happy Easter.

I'm absolutely certain there are millions of people — in this country and many others — who are wishing you well at this very moment. And who,

if they tried to put it in words, would want to join with me in thanking you — for being the man you are. For giving them courage and inspiration in dark days — both military and political. And for being in fact and for our

day and age, a very real 20th century "knight in shining armor" — whether that armor be tweed, flannel, cheviot or whatever.

To so many people, you really are the voice and articulate, responsible conscience of America. And

we greatly miss your calm, incisive and, at the same time, impassioned analyses of the current scene. (What a treat it would be to hear your public comments on Gov. Wallace et al., for instance!)

Anyway, I know I'm by no means alone in looking forward impatiently to

your active return to the fray - and/or government.

Take good care. Do what they tell you. And don't let the hospital food (with which I have some familiarity, too) get you down.

Sincerely -

Vox Pop.

P.S. - I'd sign this, except that I don't want you hiring or frightening yourself with an acknowledgment. So you'll just have to wonder!

FROM: SIR JOHN WHEELER-BENNETT. 122. OAKHURST CIRCLE CHARLOTTESVILLE VA.

Wheeler-Bennett Sir John

TEL. GARSINGTON 234.
STATION. OXFORD.

GARSINGTON MANOR,
GARSINGTON,
NR OXFORD.

March 10. 1965.

My dear Ed.

I cannot possibly congratulations on Your most well deserved honour of Hon. K.B.E. Nothing has given me such pleasure for a long time as reading of this so my only regret is that it was not done long ago, for you have been so staunch a friend of my country in good times and in bad — particularly, bad! Your many friends in England will be most delighted. No one has ever earned an honour more

deservedly.

I do hope that your health is better and that you will soon be fully recovered. It has saddened so many of your friends to learn of your illness.

I am over here with my wife for a couple of months which we are spending in happy weather with her dad (ninety year old) mellow here in Charlottesville. We shall be in Washington at the beginning of the next month and in New York for a week before sailing in the Queen Mary on April 14.

Once again warmest and most heart-felt congratulations for a

Yours.

Winchester, Tarleton

"Sol de Oro"
Pelayo (Algeciras)
Spain

14 Mar. 1965

Mr. Edward R. Murrow
Washington, D.C.

Dear Ed. Murrow,

Just a line to say how glad I am to see the well deserved recognition exemplified in the KBE.

With kindest regards and every good wish to you.

Sincerely,

T Winchester

Tarleton Winchester

Wolfers, Arnold
ack. JL.

2734 P. STREET, N. W.
WASHINGTON 7, D. C.

3-22-65

Dear Ed,

I have hesitated writing to you on the assumption that you are receiving more mail from friends & admirers than you could bargain for if you had your own way. But I ran into George Herman the other evening & he told me you enjoying letters & gave me your address. So I can tell you belatedly how thrilled we were when we read of the quite unusual honor the Queen of England bestowed on you. But who could deserve British recognition as much as you. "This is England" still rings in our ears with your familiar voice mingled with that of Sir Winston to keep the mind & heart fixed on a Britain under

attack. What a fine Sir Edward you would make if that were compatible with the American way of life!

Doris & I think of you & talk about you & Jeanet so often wondering whether life is terribly hard on you these days & hoping that there are some compensations of the kind that nature & times resources sometimes unexpectedly bestow on those who are suffering.

Hope Doris' note to your country home of some time ago reached you so that you did not think we had forgotten you.

Washington continues to be an exciting & wonderful place for us; we only suffer from a continuous sequence of premature & sad departures.

With love & warmest wishes from both Ours also to Jeanet as ever Arnold Wolfers

Young, Stephen

GEORGE A. SMATHERS, FLA., CHAIRMAN

PAT MCNAMARA, MICH.
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JAMES B. PEARSON, KANS.

United States Senate

SPECIAL COMMITTEE ON AGING
(PURSUANT TO S. RES. 12, 89TH CONGRESS)

March 6, 1965

Dear Friend Ed:

I'll not salute you as "Sir Edward" but of course was happy to read that the powers that be in England designated you as an honorary knight of the Most Excellent Order of the British Empire. You surely deserve this recognition and a lot greater recognition. It takes the English a long time but history shows they generally get there in time.

Am hoping you will be in the hospital only temporarily and, in fact, hope that any tests and observations have been completed and that you are back home.

Rachel is presently in Mt. Olive. Her 81 year old father died last Friday following two amputations above the knee. It was really unfortunate that he lingered for some weeks. I know she feels this way about it. She said on several occasions she wished he would just go to sleep.

Ed, am reporting to you that Lyndon Johnson does not overlook a thing as a politician. For example, I, along with about 1/3 of the Senators and their wives were at the White House an evening a week ago. The President and First Lady have been giving similar parties to the members of the House of Representatives and their wives and I think those receptions are still going on. Each Representative and his wife and each Senator and his wife is lined up at the outset of the party and then led forward to the President and Mrs. Johnson. As an example, Rachel was standing beside Lady Bird talking with her and I was close to the President and we were talking happily together. Then, on Friday a beautiful photograph, in color, autographed by both the President and Lady Bird, was received by me. Am having this framed. Of course Rachel will probably take it off the office wall and place it in our home somewhere. You can just imagine that a Representative and his wife, running for re-election next year, will have this picture prominently displayed as if his wife was the bosom chum of Lady Bird and he was called in to consult with the President. Even Franklin D. Roosevelt, in his best political days, did not come up with anything like this.

Hope you, Janet and Casey are just fine.*

Very sincerely, your friend,

Stephen M. Young

* P.S. You know from your own experience government girls are seldom good stenogs.

Telefax **WESTERN UNION** Telefax

ANC011 (58)AH-NE366
PD NEW YORK NY 9 7??P EST
EDWARD R MURROW, DLR INNY
NEW YORK HOSPITAL NYK
CONGRATULATIONS DEAR NOBLE KNIGHT AND BEST LOVE
MARIETTA AND RONNIE

1270 (1-51)

Telefax **WESTERN UNION** Telefax

NW17 (NFSUANZ LDR54
SSA529 L LSB425 NL PD 6 EXTRA LOS ANGELES CALIF 18
EDWARD R MURROW
NYK New York Hospital 525 E68
I HOPE YOURE FEELING BETTER WE MISS YOU WE MISS NOT ONLY THE
SOUND OF YOUR VOICE BUT YOUR FACE MAY GOD GIVE YOU HEALTH AND
MAY GOD BLESS YOU
E GARCIA 924 SOUTH AMALIA AVE LOS ANGELES.

1270 (1-51)

Telefax WESTERN UNION Telefax

1965 MAR 5 AM 11 5

AHB060 (49)NB095

R WA246 PD WASHINGTON DC 5 1117A EST

EDWARD R MURROW

NEW YORK HOSPITAL 525 EAST 68 ST NYK

CONGRATULATIONS BEST WISHES TO TRUE AND VALIANT KNIGHT. LOVE

RUTH WEHLE

1270 (1-51)

Telefax WESTERN UNION Telefax

NM024 (49)GB024 VIA DLY (NO ADS)

1965 5

0 PNA360 NL PD PASADENA CALIF 5

EDWARD R MURROW

THE NY HOSPITAL

NYK

CONGRATULATIONS THIS LATEST HONOR AND ALL OF YOUR FINE ACHIEVEMENTS THROUGHOUT THESE THIRTY YEARS SINCE WE MET MY PRAYERS AND BEST WISHES FOR YOUR CONTINUED SUCCESS AND GOOD HEALTH

THOMAS FAIR HEWLETT.

1270 (1-51)

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

SYA274 SSH693

SY CDV646 SNWZ093 0238 61 PD INTL= 1965 MAR 15 PM 7 25

CD SCHAFFHAUSEN VIA WUCABLES 15 1654= UL5-6202.

LT MR AND MRS EDWARD MURROW=

GLEN ARDEN FARM PAWLING (NY)= 8 75A

DEAR ED AND DEAR JANET WE HAVE BEEN EXTREMELY HAPPY TO LEARN THAT ED HAS BEEN MADE AN HONORARY KNIGHT COMMANDER OF THE MOST EXCELLENT ORDER OF THE BRITISH EMPIRE BY QUEEN ELIZABETH STOP WE EXTEND OUR HEARTIEST CONGRATULATIONS AND SEND OUR BEST WISHES FOR YOU ALL=

MAX AND FELI SCHNEEBELI==.

ack - JM -

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram
B

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

NC170 (19)BA831 1965 MAR 5 PM 10 23

B KLA207 NL PD KL NEW YORK NY 5

SIR EDWARD R MURROW, KBE N1

DAKOTA HOUSE 1 WEST 72 ST NYK

MUZZAMS TO SIR EDWARD WELCOME TO THE LISTS AND CONGRATULATIONS PUT ON YOUR GOLDEN SPURS AND ARMOUR AND WE WILL SALLY FORTH TOGETHER TO CAMELOT STOP MARY LEE AND I ARE SO DELIGHTED THRILLED BY THIS LONG OVERDUE BUT GREATLY DESERVED HONOR STOP WITH DEEP BOWS FOR LADY MURROW AND ALL BEST TO YOU AS EVER

DOUG FAIRBANKS

CLASS OF SERVICE

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WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS

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SYA059 SY PKA056

(SY CDU575 WUT0096 UYS933 BMC2182) 21 PD 1962 NTL FRM 2 30

CD BIRMINGHAM VIA RCA MAR 6 1442=

MR AND MRS E R MURROW=

GLENARDEN FARM PAWLING (NY)=

SO DELIGHTED TO READ OF YOUR HONOUR CONGRATULATIONS=

SOLLY AND JOAN ZUCKERMAN.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

1965 MAR 6 AM 9

SYMBOLS

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SYA028 SY PKA016

(WBUA088) GOVT PD=BU WASHINGTON DC 5 525P EST=

EDWARD R MURROW=

QUAKER HILL PAWLING NY=

MANY CONGRATULATIONS ON THE HONOR BESTOWED UPON YOU BY QUEEN ELIZABETH AND THE BRITISH PEOPLE. I CANNOT THINK OF ANY AMERICAN MORE DESERVING OF THIS HONOR. MANY BEST WISHES TO YOU AND YOUR CHARMING WIFE WHO WAS SUCH A GREAT HELP TO ME=

JOSEPH Y RESNICK MEMBER OF CONGRESS=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS

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The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

SYA026 SY PKA015

(15)

(SYCDU131) WUD152 RMB3991 21 PD INTL= 1965 MAR 6 AM 9 18

CD LONDONLH VIA RCA 5 1100=

LT ED MURROW=

GLEN ARDEN FARM PAWLING NY=

SO MANY CONGRATULATIONS NOTHING COULD GIVE US YOUR FRIENDS MORE JOY LOVE=

STELLA=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS

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The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

(SY CDU634 WUF0344) UWS2286 TLB1310 GLB018) INTL
FR CD LONDONLB VIA RCA 18 MAR 6 1817=
D MURROW=
GLEN ARDEN FARM PAWLING NY:

=LOVE AND WARM CONGRATULATIONS FROM ERIC
VIDA AND HILARY WARR.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

SYMBOLS

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NIA011

DV069

1965 MAR 5 AM 9 15

AI2246 RX2 22 PD INTL FR

CD LONDON VIA ITT 5 1020A

EDWARD R MURROW

1 WEST 72 ST NYK

FOUR CHEERS FOR ED AND A KISS FOR HER LADYSHIP FROM ERNESTINE AND JAKE

(55)

World Communications Inc. 1707 L St. N.W. Washington D.C. Phone 296-6.

(PER MR LAMAR KING)

HERE COPY OF MESSAGE THAT HAS BEEN ROUTED TO BRITISH EMBASSY WASHINGTONDC

1965 MAR 6 PM 5 37

AW104 BY150 FAX435

BERMUDA 43 6 1640

HBM EMBASSY WASHINGTONDC

FOR EDWARD R MURROW FROM SIR WILLIAM STEPHENSON DEAR ED THIS MESSAGE OF CONGRATULATION ON YOUR HIGHLY DESERVED NEW BRITISH HONOUR ALSO ENABLES ME JOIN AGAIN WITH YOUR VAST NUMBER OF FRIENDS EVERYWHERE TO WISH YOU WELL SIGNED BILL

INTREPID

COLL HBM R

World Communications Inc. 1707 L St. N.W. Washington D.C. Phone

World Communications Inc. 1707 L St. N.W. Washington D.C. Phon

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
66 BROAD STREET, N. Y. TEL. 363-2121

CL

NNNN

D92

ZCZC RM5563 UYS887 C LHC068 PLH007

USNY HL GBLH 022

LONDON LH 22 5 0817

MAR - 6 1965

LT

EDWARD MURROW 1 WEST72NDSTREET NEWYORK23

SO THRILLED AND DELIGHTED A MILLION CONGRATULATIONS

ON YOUR TREMENDOUSLY WELL EARNED HONOUR

DAVID AND ~~SELMA~~

THELMA CAZALET-KEIR

COL 1 WEST72NDSTREET NEWYORK23 SELMA

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
7 CENTRAL PARK WEST, N. Y. TEL. CI 7-6210

NNNN

MAR-7 1965

CL45 VL

UYS594 LGD113 PLG706 RMX3019 ESW334

LONDON LG 50 5 1730

LT

MRS ED MURROW 1 EAST66THST NEWYORKCITY (DELR

1 WEST 72ND ST)

IF ED IS WELL ENOUGH PLEASE OFFER HIM MY AFFECTIONATE

CONGRATULATIONS ON HIS HONOUR WHICH HAS DELIGHTED ALL HIS OLD

FRIENDS ON THIS SIDE STOP HOPE IT MAY HELP TO CONSOLE YOU

AND CASEY STOP OUR WARMEST LOVE AND THOUGHTS

SIR GERALD AND DIANA BARRY

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
66 BROAD STREET, N. Y. TEL. 363-2121

MAR 8 1965

NNNN

ZCZC DA0105 RM8298 UYS191 BSC1439 F41 WR

URCL CO GBBS 017

BRISTOL TF DE PAINSWICK 17 7 1805

LT

MURROW 1 WEST72NDSTREET NEWYORK23

JANET EVELYN AND CHRISTOPHER SEND CONGRATULATIONS

GOOD WISHES AND LOVE TO BOTH

WELLINGTON

COL 1 72 23

D. MAIL MAR. 5 1965

H

Ed Murrow gets KBE in hospital

By LAURENCE TURNER

ED MURROW, the chain-smoking American who became famous for his broadcasts from wartime Britain, and who is now in hospital with cancer, has been awarded the K.B.E. for "furthering Anglo-American relations."

The announcement was made in New York last night by British Government officials.

For 20 years Mr. Murrow has been the best-known voice on American radio and television.

His "This is . . . (pause) . . . London" broadcasts had an incalculable influence on American opinion before the U.S. entered the war.

Honorary

He flew with the R.A.F. and the U.S. Air Force on missions over Germany. He became a friend of Sir Winston Churchill and members of the War Cabinet.

He was director of the U.S. Information Agency in both Kennedy and Johnson Administrations, until ill-health made him retire.

One of the high-spots of his brilliant career was his exposure of the methods of the late Senator Joe McCarthy.

Ed Murrow's K.B.E. (Knight Commander of the British Empire) is honorary, like that given by George VI to Douglas Fairbanks Jun. in 1949.

This means he will not use the title.

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
66 BROAD STREET, N. Y. TEL. 363-2121

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
66 BROAD STREET, N. Y. TEL. 363-2121

D. Telegraph.

Mar. 6 1965.

Washington

THE British Embassy said that the Queen is making Mr. Edward R. Murrow, 57, American broadcaster, an honorary Knight Commander of the British Empire. It was in recognition of outstanding services in furthering Anglo-American friendship and understanding.

D. Express

Mu

WASH
Americ
has
Knight
Empire
tonight

GUARDIAN 6 MAR. 1965

KBE for Ed. Murrow

The Queen has made Mr E. Murrow, the United States broadcaster and former head of the US Information Agency, an honorary Knight Commander of the Order of the British Empire for "the outstanding services rendered by him in furthering Anglo-American friendship and understanding."

Mar. 5 1965

Murrow, K.B.E.

WASHINGTON Thursday.—American broadcaster Ed Murrow has been made an honorary Knight Commander of the British Empire, said the British Embassy tonight.

Now it's 'Sir' Ed. Murrow

The Sun Mar. 5 1965

EDWARD R. MURROW, the American TV commentator, is being made an honorary knight by the Queen.

The award was announced in Washington early today only a few hours after Mr. Murrow went into a New York hospital for a check-up.

Mr. Murrow, who is 57,

ED. MURROW
Back to hospital

had a serious lung operation in October, 1963.

He later resigned as director of the U.S. Information Agency — an appointment made by President Kennedy.

Mr. Murrow is being made an honorary Knight Commander of the Order of the British Empire in recognition of his "outstanding services in furthering Anglo-American friendship and understanding."

British TV viewers saw Mr. Murrow in the current affairs programme, 'Small World.'

Queen Elizabeth Honors Murrow With Knighthood

N.Y. WORLD TELEGRAM

5 MAR 1965

"This . . . is . . . London." Edward R. Murrow, who spoke these words as symbols of defiance while German bombs relentlessly pounded London, today was awarded one of Britain's highest honors.

But Murrow has returned to another scene of a different kind of battle.

He was back in New York Hospital where he underwent surgery for removal of a cancerous lung in 1963 and an operation of an undisclosed nature last November.

The hospital administrator's office said Morrow, 57, was there for a checkup. The hospital did not say when he would be discharged.

The citation from London was Murrow's appointment by Queen Elizabeth as an honorary Knight Commander of the Most Excellent Order of the British Empire. The honor would give Murrow the right to be called "Sir Edward," were he not an American citizen.

Murrow resigned as director of the United States Information Service a year ago last January and he has spent most of his time since then at his farm in upstate Pawling.

Edward R. Murrow

An honor . . . and a battle

N. Y. TIMES

5 MAR 1965

Britain Honors Murrow For Role in Ties With U.S.

Queen Elizabeth has appointed Edward R. Murrow, former head of the United States Information Agency, an honorary Knight Commander of the Most Excellent Order of the British Empire "in recognition of the outstanding services rendered by him in furthering Anglo-American friendship and understanding."

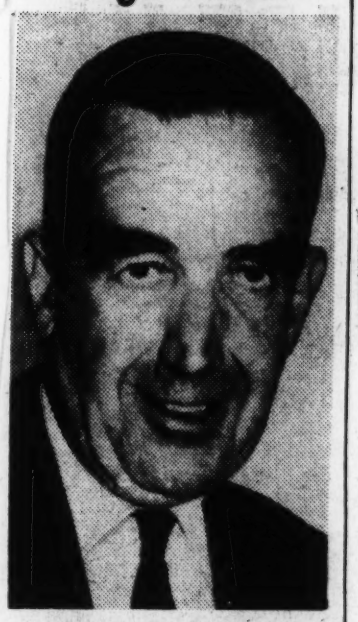
The appointment was announced yesterday by the British Embassy in Washington. Mr. Murrow has entered New York Hospital, where in 1963 he underwent surgery for the removal of a cancerous lung. One of Mr. Murrow's physicians said yesterday at the hospital that "he is here for a few days for a further checkup."

Mr. Murrow, who is 57 years old, served in London during World War II for the Columbia Broadcasting System. He resigned from the U.S.I.A. in January, 1964, and last November was readmitted to the hospital for surgery of an undisclosed nature.

5 MAR 1965

JOURNAL AMERICA

High Honor



Edward R. Murrow is to be named by Queen Elizabeth as Honorary Knight Commander of the Most Excellent Order of the British Empire. Honor is in recognition of his services in furthering Anglo-American friendship and understanding.

AP Photo

Queen Making Honorary Sir Of Ed Murrow

Washington, March 4 (AP)—The British Embassy said tonight that Queen Elizabeth is making Edward R. Murrow an honorary Knight Commander of the Most Excellent Order of the British Empire in recognition of his outstanding services in furthering Anglo-American friendship and understanding.

Murrow resigned as director of the U.S. Information Agency a year ago after undergoing surgery for removal of a cancerous lung. He made his name during World War II when his "This . . . is . . . London" radio reports conveyed the battle of Britain vividly to Americans.

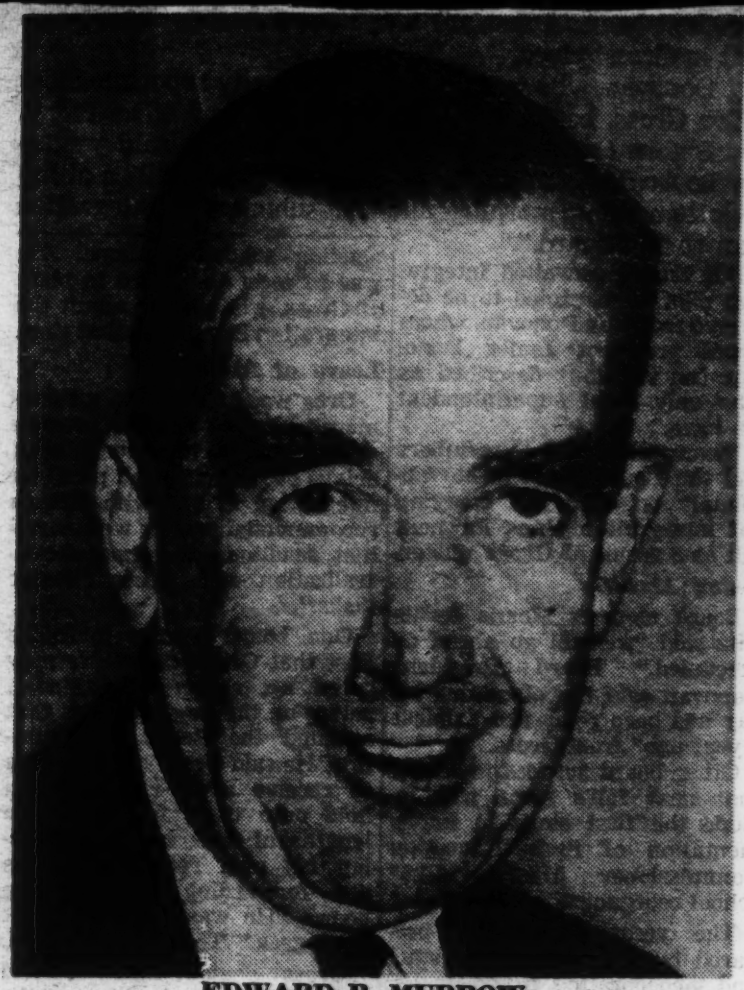
He became a friend of the late Sir Winston Churchill and was a White House guest of the late President Roosevelt.

In Murrow's controversy with the late Sen. Joseph R. McCarthy (R-Wis.), former President Eisenhower pointedly called him "my friend."

Murrow's new honor would give him the right to be called "Sir Edward" were he not an American citizen.

Murrow, 57, checked into New York Hospital yesterday for what the institution said was a check-up.

N. Y. DAILY NEWS - 5 MAR 1965



EDWARD R. MURROW
Honors and a checkup.

Murrow in Hospital —Queen Honors Him

By ALBERT ELLENBERG

The news about Edward R. Murrow came from Washington and New York, but the echoes came from the World War II days of the Battle of Britain.

The 57-year-old radio and television commentator and former director of the United States Information Agency has entered New York Hospital for a "general checkup," it was revealed yesterday.

At the same time, the British Embassy in Washington announced that Queen Elizabeth will make Murrow an honorary Knight Commander of the Most Excellent Order of the British Empire.

The honor is being conferred, the statement said, in recognition of Murrow's outstanding services in furthering Anglo-American friendship and understanding.

For millions of Americans, Murrow's outstanding service to the cause of fellowship with their cousins across the sea can be evoked with three words: "This . . . is London."

These were the words that opened his radio reports from London on Britain's "finest hour" during the Nazi blitz.

The measured, doom-laden voice told Americans in their living rooms "how it was." For Murrow's bosses at CBS, however, there was the feeling that the lean, leathery-faced commentator had become almost as much of a participant as a spectator.

There was the problem of the combat flights Murrow made during his London stint. Of the flights, William Paley, the CBS board chairman, later said:

"They didn't do us much good from my point of view, but there was no way to make him stop, short of firing him."

In addition, Mrs. Murrow was London director of Bundles for Britain.

As a result of his wartime experience, Murrow became a Scotch-drinking companion of the late Sir Winston Churchill and an intimate of many leading Britons.

Murrow resigned his USIA post a year ago after undergoing surgery for removal of a cancerous left lung. He underwent further surgery last November.

A spokesman at New York Hospital was unable to say when Murrow would be able to end his current stay.

N. Y. POST - 5 MAR 1965

March 5, 1965 – Star – D.C.

HONORED BY QUEEN

Murrow Is Made Knight Commander

By the Associated Press

Queen Elizabeth is making Edward R. Murrow an honorary knight commander of the Most Excellent Order of the British Empire.

The honor is being conferred, a British Embassy announcement yesterday said, in recognition of Murrow's outstanding services in furthering Anglo-American friendship and understanding.

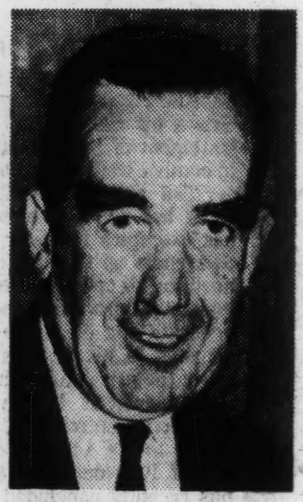
Murrow resigned as director of the U.S. Information Agency a year ago last January after undergoing surgery for the removal of a cancerous lung.

Murrow made his name during World War II when his "This . . . Is . . . London" reports of the Battle of Britain over the Columbia Broadcasting System conveyed Britain's "finest hour" vividly to Americans.

He became a friend of the late Sir Winston Churchill and was a White House guest of the late President Roosevelt when he flew home.

At the height of his controversy with the late Sen. Joseph McCarthy, R-Wis., former President Eisenhower pointedly called him "my friend." Murrow had done a "See It Now" television show on the senator.

Murrow's new honor would give him the right to be called "Sir Edward" were he not an American citizen.



EDWARD R. MURROW

N.Y. TIMES Mar. 5, '65

Britain Appoints Murrow To Honorary Knighthood

Queen Elizabeth has appointed Edward R. Murrow, former head of the United States Information Agency, an honorary Knight Commander of the Order of the British Empire "in recognition of the outstanding services rendered by him in furthering Anglo-American friendship and understanding."

The appointment was announced yesterday by the British Embassy in Washington. Mr. Murrow has entered New York Hospital, where in 1963 he underwent surgery for the removal of a cancerous lung. One of Mr. Murrow's physicians said yesterday at the hospital that "he is here for a few days for a further checkup."

Mr. Murrow, who is 57 years old, served in London during World War II for the Columbia Broadcasting System. He resigned from the U.S.I.A. in January, 1964, and last November was readmitted to the hospital for surgery of an undisclosed nature.

3-5-65 D.C.

Murrow to Get British Honor

Associated Press

The British Embassy said last night that Queen Elizabeth is making Edward R. Murrow an honorary Knight Commander of the Most Excellent Order of the British Empire for his services in furthering Anglo-American friendship and understanding.

In World War II, his "This is London" reports of the Battle of Britain over the Columbia Broadcasting System conveyed "their finest hour" vividly to Americans. Murrow's new honor would give him the right to be called "Sir Edward" were he not an American citizen.

Murrow checked into a New York hospital yesterday for what the institution said was a checkup. He resigned as director of the U.S. Information Agency in 1964 after the removal of a cancerous lung.

eb

14A. Cronkite

An unusual high honor was paid by Great Britain tonight to a citizen of the United States.

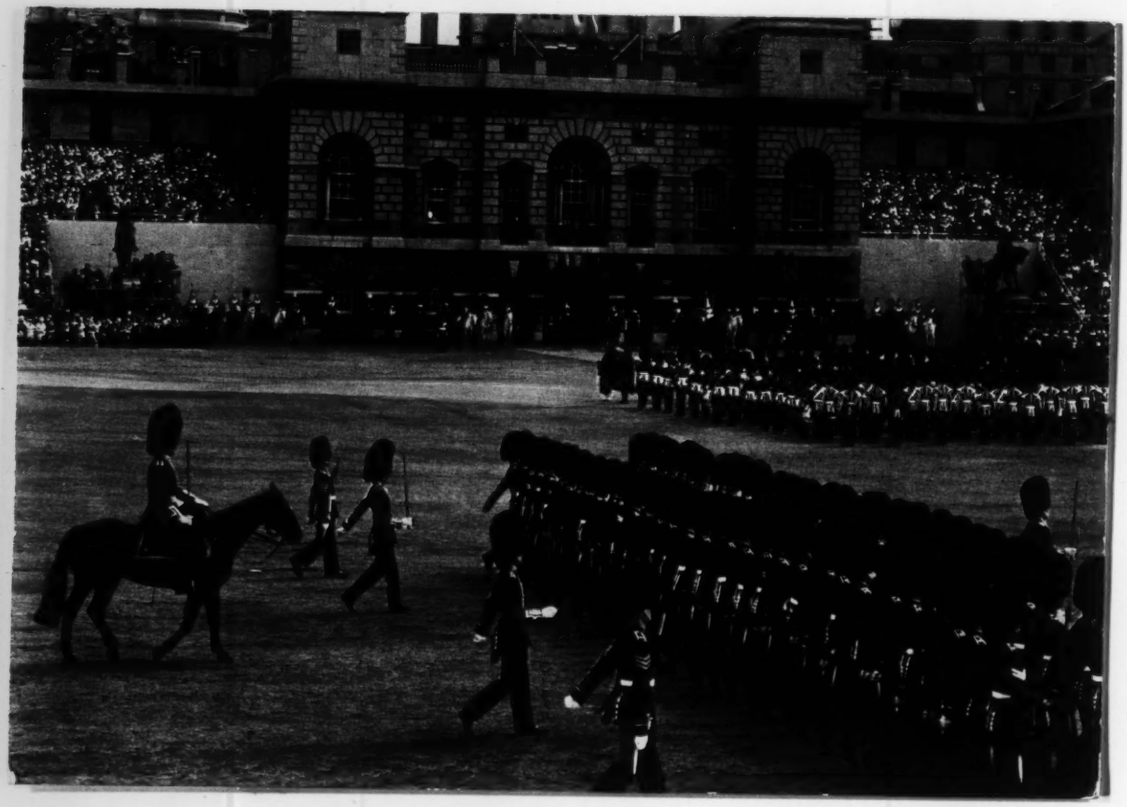
Queen Elizabeth made Edward R. Murrow an honorary Knight Commander of the Most Excellent Order of the British Empire..."in recognition," she said, of the outstanding services rendered by him in furthering Anglo-American friendship and understanding."

During World War II, as a reporter for CBS News, Murrow broadcast the progress of the war as he saw it from London. Last year, he

14A CTD A

resigned as head of the United States Information Agency, after undergoing an operation for lung cancer.

The news of his new honor came as Ed re-entered New York Hospital for what doctors describe as "a few days of further check-up."



2L41 Kodak Ektachrome original by John Hinde, F.R.P.S.

MARCH 5/65

JOHN HINDE ORIGINAL

LONDON 12 30PM 5 MCH 1965

Bill

DEAR PROFESSOR:

NOW THAT YOU ARE ~~A~~ KNIGHT AS WELL AS A PH.D. DO YOU THINK IT'S TIME FOR YOUR DEAR OLD CHUM GAMEL TO MAKE YOU A PASHA, TOO?. EVERYBODY HERE WAS HAPPY TO HEAR OF THE K.B.E. THOUGH I KNOW HOW YOU FEEL ABOUT SUCH MATTERS. LOVE TO THE "LADY" AND ALL THE BEST FROM US ALL

Bill

EDWARD R. MURROW

1, WEST 72ND ST.

NEW YORK 23

N.Y.

U.S.A

BY AIR MAIL

WESTMINSTER

TROOPING OF THE COLOUR, LONDON: In June each year the Brigade of Guards carry out the ceremony of Trooping the Colour to celebrate the official birthday of the Queen. The scene on Horse Guards Parade, London, provides a colourful spectacle as the scarlet-coated Guards with fixed bayonets, mounted Household Cavalry with plumed helmets and drawn swords, and massed military bands parade in all the glory of full-dress uniforms.

Published by John Hinde Limited, 6 Rupert Street, London W.1. Printed in Irish Republic.

University of Rochester

The University of Rochester

RIVER CAMPUS STATION - ROCHESTER 20, NEW YORK

Office of THE UNIVERSITY SECRETARY

October 7, 1960

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Preparations for the University's Fall Convocation dealing with "Perspectives on Peace" are nearly complete. We are looking forward to your visit and your own participation.

We have received the information pertaining to your arrival. We expect that Dean McCrea Hazlett will meet you at the airport. A reservation has been made for you at the Towne House Motor Inn.

I hope that Dean Hazlett will be able to bring you at 3:00 o'clock to the President's office in the Administration Building. The other panel members will be present. At 3:30 you may wish to spend ten or fifteen minutes with the other persons in the discussion on "Communication and the Cause of Peace". As you recall each participant will speak for ten minutes. We hope there may be some opportunity for questions, but that the total program will not exceed one hour.

Interest in the discussion is running very high. So high in fact that the capacity of the auditorium will not be adequate and we are planning to use closed circuit television to obtain discreet coverage and make the meeting available to persons who will gather in a hall next door to the auditorium.

Between 5:00 and 6:00 o'clock there will be an informal reception at the Faculty Club, at 6:30 an informal dinner with the President and University officers at the Sheraton Hotel downtown.

Robing for the academic procession will take place in the Eastman Theatre which is close to the Sheraton Hotel where the dinner will be held.

I thought you might be interested in this description of the plans that exist for Friday, October 14th.

Again my best wishes.

Sincerely yours,

Robert H. McCambridge

Robert H. McCambridge
University Secretary

RHM:mw
cc: Dean McCrea Hazlett

ROCHESTER UNIVERSITY: October 14, 1960.

This country was founded with faith, hope and fortitude, a country that was hope and promise and dreams. Ours is the only country in the world with a birth certificate. We have the form of government given us by our founders. The governments of Britain, France, Russia, China and the rest are outgrowths, either by evolution or revolution, of the governments that went before. The structure of our government has changed less than that of any other country. We were born free. We remain free and in pursuit of a dream. Jefferson identified the meaning of the dream when he swore eternal enmity to any tyranny over the mind of man.

Today we live in a world we didn't make, in a world we tried to reject. Our leadership was thrust upon us. Twice in less than 30 years the new world has come to the rescue of the old. After the late World War we followed a policy of generosity to former friend and foe alike that is without precedent. We sought no territory, no commercial concessions. We sought to ensure the peace, and we gave of our treasure

without stint. There was nothing sordid about our policy. But has it worked?

Vast areas of the world, including much of western Europe, would like to contract out of the current power struggle between the United States and the Soviet Union. They reason this way: If these two great giants decide to destroy each other at extreme range we too may perish, but not earlier than if we tie ourselves to the tail of this rather erratic American kite. Western Europe is relatively prosperous and would like to remain that way, and is unwilling to make major sacrifice in preparing its own defense. For the time being, the West Europeans have no alternative but to maintain solidarity with the United States. Official statements of agreement and common purpose abound and will continue, but there is discernable and not far beneath the surface the desire to become a spectator. Bellicose statements by American generals and admirals may impress the Russians. They certainly depress and at times frighten our allies. We should talk more quietly about our big stick

which doesn't appear to be as big as it did a few years ago. In the so-called backward or emerging countries we encounter a special problem. We appear to expect them either to imitate us or to obey. They are going to do neither, and no amount of economic aid will change that.

They can't imitate us because ours is to a large extent a society built upon business, and they don't have any businessmen. Moreover, they're not terribly attracted by consumer goods which rapidly become obsolete. There is here not a competition for men's minds, but for their bellies, or, if you prefer a more elegant word, the competition is in the area of expectancy. Below a certain caloric intake the words we cherish - freedom, independence, human dignity, the right of dissent, are quite simply without meaning. We ought to draw the obvious conclusion from the fact that nations to which we acted as midwife and fairy godmother have decided that our way is not their way. We cannot expect gratitude for our generosity. We should give over the idea that anyone who criticizes our country or its policies is automatically a Communist.

As viewed from the outside we are running a luxury establishment. True, we have given money, but it has come from our fat, not our muscle. There is a widespread suspicion that in our country things are in the saddle and ride mankind, and that we have lost our appetite for change. We in this country can't be deposed and we are unlikely to resign from the position of leadership that has been thrust upon us. Since the late war we have saved Western Europe from going Communist. We have learned for the first time the irritation that comes from having allies. We have learned that although we are the paymaster for new nations, they will not imitate us. But we have forgotten that we, and not the Russians, hold the patent rights on revolution, forgotten that those who strive to be free deserve our aid and assistance, even though they may not be public or proclaimed friends of ours. Our power, our wisdom, our generosity cannot be limited to those who agree in advance that they will slavishly imitate us.

Right now, I would doubt that the American dream or the

American economy is in a seller's market. We are increasingly being examined by those newly come to freedom and by those who will arrive there tomorrow. They're disposed to measure us and our system, not by what we have done, but by what they may do under the pressure of exploding population and limited resources. They do not have a continent to despoil and lay waste as we did. They cannot expect labor and dreams and hopes to come from the outside. They have not the time for national allegiance to grow.

After a year of wandering about the world I would suggest that we remember that we are only 184 years old. In the saga of nations, that brings us to the edge of maturity. We are young, but we are not bold. We are troubled about our neighbors on this shrinking planet. We can no longer give the old excuse of our youth for our indecision. My own feeling is that what we do in this country in the field of human freedom, expanding educational opportunities, the right to dissent without being accused of disloyalty, the right of the citizen

to question the rightness of his rulers, is now being conducted in full light of the mass media. Our best hope of survival, to say nothing of leadership, is that we in this country can demonstrate in action and in terms of our friends and those who are searching for new allegiances, that righteousness exalteth a nation. Our example may be more important than our dollars.

The University of Rochester
RIVER CAMPUS STATION - ROCHESTER 20, NEW YORK

Office of ADMINISTRATIVE SECRETARY

September 29, 1960

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We are sorry to hear that Mrs. Murrow cannot share your visit to Rochester but hope that your stay here will be a pleasant one.

Dean McCrea Hazlett, Dean of the College of Arts and Science, will serve as your University host and assist you in any way that may be appropriate. He will telephone you at the Towne House sometime on Friday morning or you may give him a call after you arrive if you wish.

Since you do not indicate to the contrary, we assume you still may be planning to drive to Rochester. As a result we have retained a reservation at the Towne House Motor Inn which is very close to the campus. To drive there you leave the Thruway at exit 46, Rochester via route 15 and proceed toward the city. About five miles from the Thruway exit you will see the Towne House on your left. After you come to the city limits at the Barge Canal, the Towne House is at the fourth stop light.

We are looking forward to seeing you. Best wishes.

Sincerely yours,

Robert H. McCambridge

Robert H. McCambridge
University Secretary

RHM:mw
cc: Dean McCrea Hazlett

THE UNIVERSITY OF ROCHESTER
COLLEGE OF ARTS AND SCIENCE
RIVER CAMPUS STATION
ROCHESTER 20, NEW YORK

OFFICE OF THE DEAN

September 30, 1960

RIVER CAMPUS

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We are delighted that you are going to visit us at the University of Rochester. As Dr. McCambridge has indicated, I have been asked to serve as your University host and I am writing to suggest a program of informal activities during your day here.

Some of the students are interested in having an opportunity to meet you and have tentatively scheduled a coffee hour to be set at about ~~10:30 on the morning of Friday,~~ October 14. Following that I hope that you will eat with a group of us at the Faculty Club (Complete with cafeteria line) and be willing to meet other members of the faculty in the lounge of the Club over a cup of coffee until approximately 2:00 p.m. Afterwards I can return you to the Towne House for a bit of a rest prior to your appearance on the panel discussion at 3:45, or give you the use of my office for this time, or, if you wish, ~~to~~ show you something of the University of Rochester.

Following the panel discussion there will be a cocktail hour for all of our guests, after which we will have dinner and be at the Eastman Theater for the Convocation at approximately 7:45 p.m. After the Convocation, I will be happy to see that you get back to the Towne House unless there is something else that you would care to do.

This outlines, I recognize, a full day. If you wish to object to part of it I hope you will do so firmly. The only fixed commitments at the present time, are those beginning at 3:45 p.m. We want you to go away with a relaxed, friendly feeling about the University of Rochester; we do not want to exhaust you.

Sincerely yours,

McCrea Hazlett

McCrea Hazlett
Dean

MH/mb

cc Dr. Robert McCambridge

September 28, 1960

Dear Dr. McCambridge:

Thank you for your letter of September 20th. Your proposal is entirely agreeable to me. Incidentally, I find now that Mrs. Murrow will not be able to accompany me, a circumstance which she greatly regrets.

Sincerely yours,

Dr. Robert H. McCambridge
University Secretary
The University of Rochester
River Campus Station
Rochester 20, New York

KRM:gw

The University of Rochester
RIVER CAMPUS STATION - ROCHESTER 20, NEW YORK

Office of THE UNIVERSITY SECRETARY

September 20, 1960

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

We have been working on plans for our October 14th Convocation on the general theme "Perspectives on Peace." It is our hope that you will be able to participate in a session on Friday afternoon about 4 P.M. and receive your degree in the academic ceremony at 8 P.M. in the evening.

When you wrote accepting the degree, you indicated your inability due to the pressured time to prepare a formal address. We understood that Dr. George B. Kistiakowsky faced something of the same problem. We, therefore, suggested a panel discussion, which would allow you both to speak without special preparation and yet give us the benefit of your experience and your views on aspects of this theme of Communication and Peace.

We have received a letter from Dr. Kistiakowsky expressing some reservations about participation in something that might be considered a controversial issue and he fears that the panel discussion could lead to that kind of situation. He suggested a preference for delivery of a short prepared speech. I am wondering if there is a compromise which might involve having several people on the stage at one time and allowing each to speak alone for ten minutes and then answer such questions as he may consider appropriate.

I have tried to outline this suggestion in a letter to Dr. Kistiakowsky, a copy of which is attached. If you have any strong feelings in the matter, one way or the other, please let me know. We are anxious to settle the arrangements in the near future if at all possible.

Best wishes.

Sincerely yours,

Robert H. McCambridge

Robert H. McCambridge
University Secretary

RHM:mav

September 20, 1960

Dr. George B. Kistiakowsky
Special Assistant to President Eisenhower
in Science and Technology
Washington, D. C.

Dear Dr. Kistiakowsky:

I can appreciate the reservations expressed in your letter of September 15th with regard to possible political overtones of a panel discussion on the topic, "The Structure of Peace." We do not wish to cause you any embarrassment and are anxious to arrange a program that will satisfy your wishes.

The panel approach was proposed because of the statement in your June 25th letter, indicating a preference for a discussion rather than a formal lecture. If it is possible for you to give a short prepared speech, I wonder if we might plan our meeting along such lines. This is the approach that I should like to suggest.

The theme could be expressed not as the "Structure of Peace," but "Communication in the Cause of Peace." Each participant in the program might speak formally or informally as he wished for about ten minutes and then answer questions from the audience, which would be almost entirely a student group. The moderator, a trustee of the Carnegie Endowment might set the stage with opening remarks. It is not yet positive but this moderator will probably be Theodore Cuyler Streibert, formerly head of the U.S. Information Agency. Although Mr. Murrow prefers not to give a formal speech, perhaps he would agree to talking for ten minutes on the significance of communication among people at the "person to person" level. We would hope then that you might speak of the implications of communication within the learned community, Universities, etc., probably drawing upon your extensive experience with scientists for your examples. I am confident that you will find a receptive and sympathetic response here because of the initiative taken at this University in establishing the annual conference on High Energy Physics. This group has met annually for ten years and attracts distinguished Physicists from all over the world and from both sides of the Iron Curtain. The conference which now rotates from Rochester to Switzerland to Russia was as recently as the 1st of September, held here in Rochester.

If Miss Frances B. Willis is able to participate, she might speak on communication at the formal level of government to government.

.....

May I assure you, however, that if this approach is not satisfactory, we are prepared to adjust the program.

Best wishes.

Sincerely yours,

Robert H. McCambridge
University Secretary

RHM:mav
cc: Mr. Edward R. Murrow

September 16, 1960

Dear Dr. McCambridge:

Many thanks for your letter of September 9th.

Your plan for the panel discussion on Friday afternoon, October 14th appeals to me very much, and I shall be delighted to participate.

I fear that my schedule of radio and television programs will not permit me to stay long in Rochester. My present plan is to drive up on Thursday, October 13th arriving sometime in the evening, and to leave again on Saturday morning. Mrs. Murrow will accompany me and I would be most grateful if you could arrange hotel accommodations for us.

With all good wishes.

Sincerely yours,

Dr. Robert H. McCambridge
University of Rochester
Administration Building
Rochester 20, New York

enc.
mcc

The University of Rochester
RIVER CAMPUS STATION - ROCHESTER 20, NEW YORK

September 9, 1960

Office of THE UNIVERSITY SECRETARY

Mr. Edward R. Murrow
Colombia Broadcasting Company
New York 22, New York

Dear Mr. Murrow:-

We are delighted you will be with us on October 14th to participate in the series of activities we are calling a Fall Convocation with the theme "Perspectives on Peace." We also will consider it a privilege to confer upon you the honorary degree Doctor of Laws.

We appreciate the heavy demands of your schedule which will make it impossible for you to prepare a formal address. We are, therefore, suggesting that your participation take the form of panel discussion on Friday afternoon, on the topic "Structure of Peace." There may be elements in the achievement and maintenance of peace that cut across all segments of a society. It is possible, for example, to focus attention on the communication of ideas as having significance and we thought that from your experience, you would be particularly qualified to offer comments pertaining to the personal relationships among people that have value and meaning.

We hope that Mr. Kistiakowsky may comment on the value of communication among the universities or learned groups, probably drawing on his experiences with scientists around the world. Miss Frances Willis, Ambassador to Norway, has indicated her desire to participate as well. Her U.N. schedule prevents us from definitely listing her as yet. However, we hope she will talk to the point of communication on the government level. The panel will probably be lead by a trustee of the Carnegie Endowment for International Peace. This person will introduce the topic and guide the discussion among the panel members.

We very much hope that this approach will be satisfactory to you. If you have any counter suggestions please let me know.

We also feel that the nature of the discussion will be of such significance that it would deserve some publicity, either in the newspapers, magazines, or on radio. Our Public Relations Office would like to develop plans in this area and if you have no objection to such a procedure, we will in the weeks ahead communicate with you.

For your information, I am attaching an outline of the proposed program and some brief biographical information about the participants in the Fall Convocation.

We hope that your travel plans will permit you to visit with us in Rochester and perhaps even sit in on seminars or discussions with faculty. Anything in this regard, however, will be entirely up to your wishes. I am enclosing a questionnaire on arrangements so that we may plan to make your stay in Rochester a pleasant one.

Best wishes.

Sincerely yours,

Robert H. McCambridge

Robert H. McCambridge
University Secretary

RHM:rr
enc.

The University of Rochester
RIVER CAMPUS STATION - ROCHESTER 20, NEW YORK

Office of THE UNIVERSITY SECRETARY

September 7, 1960

FALL CONVOCATION - OCTOBER 13, 14, 1960
RECIPIENTS OF HONORARY DEGREES

James Phinney Baxter - Degree Award - Doctor of Laws

President of Williams College since 1937. Historian. Director of various governmental agencies during World War II, including Office of Strategic Services. Held professorships at Colorado College, Harvard University, Lowell Institute.

Edward B. Benjamin - Degree Award - Doctor of Humane Letters

Industrial Leader and Arts Patron. President - Starmount Company, Benjamin Minerals Company. Director of various Philanthropic Foundations, including the Benjamin Awards for Restful Music.

George B. Kistiakowsky - Degree Award - Doctor of Science

Currently President Eisenhower's Special Asst. for Science & Technology. Chairman of the Federal Council for Science and Technology. On leave as Professor of Chemistry from Harvard University. Special interest in explosives.

Edward R. Morrow - Degree Award - Doctor of Laws

News Analyst - Radio and Television Commentator - Lecturer. Lengthy executive experience with Columbia Broadcasting System. War-time correspondent in England.

John W. Remington - Degree Award - Doctor of Laws

President of the American Bankers Association - President of the Lincoln-Rochester Trust Company. Active in various Rochester civic activities. Alumnus of the University, Class of 1917.

Miss Frances E. Willis - Degree Award - Doctor of Humane Letters

(Will probably participate in Friday afternoon's panel discussion if her schedule permits.) United States Delegate to the U. N. 15th General Assembly. Currently U.S. Ambassador to Norway

The University of Rochester
RIVER CAMPUS STATION - ROCHESTER 20, NEW YORK

September 7, 1960

Office of THE ADMINISTRATIVE SECRETARY

FALL CONVOCATION - PROPOSED PROGRAM

THURSDAY, OCTOBER 13TH

SCHOOL OF BUSINESS ADMINISTRATION ANNUAL FALL ASSEMBLY - Speaker - John W. Remington - "The Role of the Financial Community in the Preservation of International Peace." Strong Auditorium 8 P.M.
Director John Brophy of the School of Business to preside.

FRIDAY, OCTOBER 14th

EASTMAN SCHOOL GENERAL ASSEMBLY - Speaker - Edward B. Benjamin - "The Relationship of Harmony within the Individual and International Peace." Kilbourn Hall - 11 A.M.
Dr. Howard Hanson, Director of the Eastman School to preside.

PANEL DISCUSSION - "The Structure of Peace" - Participants - George B. Kistiakowsky - Edward R. Morrow - 3:45 P.M., Strong Auditorium.
A representative of the Carnegie Endowment for World Peace to preside.

University Fall Convocation

Address by Pres. James Phinney Baxter - "Military Deterrence and the Preservation of Peace." Academic procession. University citations to alumni - Mr. James W. Gray, Class of '25 - Mrs. Charles W. Watkeys (Ollie Braggins), Class of '08. Honorary degrees to be conferred on Fall Convocation speakers.
Dr. Cornelis W. de Kiewiet, President of the University to preside.

SATURDAY, OCTOBER 15TH

Program arranged by the Alumni Association - Topic "Peace and the Emerging Societies."
Asia - Mrs. Vera Micheles Dean - Visiting Professor of Political Science - 9:15 A.M.
Latin America - Dr. Dexter Perkins, Prof. Emeritus of History - 10:15 A.M.
Africa - Pres. Cornelis de Kiewiet - 11:15 A.M.

September 8, 1960

Dear Mr. Cole:

As requested, enclosed are two glossy prints of Mr. Murrow, to be used in connection with his appearance at the University on October 14th.

Sincerely,

Gabrielle Wachsner
Secretary to Mr. Murrow

Mr. Charles F. Cole
Director
Office of Public Information
The University of Rochester
Rochester 3, New York

THE UNIVERSITY OF ROCHESTER

ROCHESTER 3, NEW YORK

September 7, 1960

OFFICE OF PUBLIC INFORMATION

Mr. Edward R. Murrow
488 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

I am writing to ask if you would kindly send me two glossy prints of your photo, to be used in connection with your appearance at the University of Rochester convocation on October 14. These will be used in newspapers for publicity purposes, and I should like to have them as soon as convenient for you.

Sincerely yours,

Charles F. Cole

Charles F. Cole
Director
Office of Public Information

CFC:MAO

THE UNIVERSITY OF ROCHESTER
RIVER CAMPUS STATION
ROCHESTER 20, NEW YORK

OFFICE OF THE PRESIDENT

August 23, 1960

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I am delighted to learn that you will be able to be with us on October 14 to receive the honorary degree Doctor of Laws and to participate in our Convocation on the theme "Perspectives on Peace." Even though you will not be able to prepare a formal lecture, there will be discussions, seminars, and similar types of meetings as a part of the Convocation and I know you will make a marked contribution to it by speaking informally at one of them.

More details with respect to the Convocation and the discussion groups and lectures which are being planned will be sent to you shortly by the University Secretary, Dr. Robert McCambridge.

Best wishes.

Sincerely yours,

Howard Anderson

Howard R. Anderson
Provost and Acting President

HRA:rm

Joseph Johnson

CARNEGIE ENDOWMENT FOR INTERNATIONAL PEACE
UNITED NATIONS PLAZA AT 46TH STREET NEW YORK 17, NEW YORK CABLE ADDRESS INTERPAX

24 August 1960

Dear Ed:

I was delighted to learn from our telephone conversation the other day that you had accepted the Rochester invitation. Thank you for sending me a copy of your letter to Dr. Anderson. I have a suspicion that this is going to be something that I shan't want to miss, so I may see you up there.

With best regards,

Sincerely yours,

Joe

Joseph E. Johnson

Edward R. Murrow, Esq.
485 Madison Avenue
New York 22, New York

Joseph Johnson

August 23, 1960

Dear Joe:

Herewith a copy of my letter to Dr. Anderson for your information.

With best regards,

Dr. Joseph E. Johnson, President
Carnegie Endowment for International Peace
United Nations Plaza at 46th Street
New York 17, New York

ERM:gw
encl

CARNEGIE ENDOWMENT FOR INTERNATIONAL PEACE
UNITED NATIONS PLAZA AT 46TH STREET NEW YORK 17, NEW YORK CABLE ADDRESS INTERPAX

OFFICE OF THE PRESIDENT

26 July 1960

Dear Ed:

I know this letter will not reach you for a few days since you are understandably somewhat occupied at the moment.

Last spring I wrote letters to a large number of university presidents in this country calling attention to the fact that 1960 is the 50th anniversary of the Endowment and saying that I would welcome any initiative on their parts to cooperate in the observation of this anniversary. One of the universities that responded most affirmatively was Rochester, which decided to devote the whole day of Friday, 14 October, to consideration of the topic "Perspectives on Peace," which is one of the themes of the Endowment's anniversary. At the end of the day, at a special academic convocation, the University will award several honorary degrees.

I have learned with great pleasure from Dr. Anderson, the Provost and Acting President of Rochester, that the Board of Trustees has voted to confer the Honorary Degree of Doctor of Laws upon you on that occasion and has asked you to participate in the discussions in the course of the day. I do hope that you will find it possible to accept both the invitation to speak and especially the degree. Please do so if you possibly can. We at the Endowment should consider your acceptance a great honor to us.

With kind regards,

Sincerely yours,

Joe

Joseph E. Johnson

Edward R. Murrow, Esq.
Columbia Broadcasting Company
485 Madison Avenue
New York 22, New York

August 22, 1960

Dear President Anderson:

Thank you for your gracious letter of July 6th. I am indeed pleased and flattered by the honor that the Board of Trustees has voted to confer upon me. I shall be happy to be present at the academic convocation scheduled for Friday evening, October 14th and shall be delighted to participate in one of the discussions planned for that day. However, I am sure you will understand that in the light of my heavy radio and television commitments, there will be no time for me to prepare a formal lecture. Many thanks again.

Sincerely yours,

President Howard R. Anderson
The University of Rochester
River Campus Station
Rochester 20, New York

EEM:gw
cc: Dr. Joseph E. Johnson

July 11, 1960

President Howard R. Anderson
The University of Rochester
River Campus Station
Rochester 20, N.Y.

Dear President Anderson:

Your gracious letter of July 6 arrived here after Mr. Murrow's departure to cover the Democratic Convention in Los Angeles. I shall bring your letter to his attention as soon as I possibly can and hope to send you his reply shortly.

Yours sincerely,

Sheila Hogg
Secretary to Mr. Murrow

THE UNIVERSITY OF ROCHESTER
RIVER CAMPUS STATION
ROCHESTER 20, NEW YORK

OFFICE OF THE PRESIDENT

July 6, 1960

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

It is my pleasure to inform you that the Board of Trustees of this University has voted to confer upon you the degree Doctor of Laws, Honoris Causa. The degree is to be awarded at an academic convocation scheduled for Friday evening, October 14, 1960. It is expected that this ceremony will climax a series of seminars, lectures and other academic events held that day in which we seek the joint participation of our distinguished guests, faculty members and students in discussions of the topic, "Perspectives on Peace."

We know that you have long been concerned with some of the major problems confronting American society and that you also have a lively interest of long-standing in the area of peaceful association of people as a result of the development and exchange of cultural information. It is our hope that you will participate in one of the discussions or lectures planned for that day. You might, we feel, wish to prepare remarks on some facet of the theme of the Convocation, such as "The Role of Communication in the Cause of Peace."

May I assure you that this vote of the Board of Trustees gives every one concerned a great deal of pleasure. We all hope that your schedule will make it possible for you to participate in the Convocation and be awarded our degree. If so, I shall ask the University Secretary, Dr. Robert H. McCambridge, who is in charge of the Convocation program to communicate with you to give you more detailed information concerning the Convocation exercises and the time and place of the different events scheduled.

We shall be happy to defray any expenses you may have in connection with the Convocation.

Sincerely yours,

Howard Anderson

Howard R. Anderson
Provost and Acting President

Brandeis Un
A.L. Sachar

August 24, 1959

Dear Dr. Sachar:

Very many thanks for your cordial letter of July 27th. I thoroughly enjoyed my visit to Brandeis and also found the discussion most stimulating. I hope there will be an opportunity for us to renew it sometime after my return.

With all good wishes.

Sincerely yours,

Dr. A. L. Sachar, President
Brandeis University
Waltham 54, Massachusetts

gw

Sachar

June 19, 1959

Dr. A.L. Sachar
Brandeis University
Waltham 54, Mass.

Dear Dr. Sachar:

Thank you very much indeed for your gracious letter of June 11. Permit me to express once again my gratification and deep sense of honour at having received an honorary degree at your hands. I do indeed hope to visit Brandeis in the future. I was enormously impressed, not only with the physical plant but with the general atmosphere of intellectual curiosity.

My expenses were certainly nominal and I am therefore returning your check, in the confidence that you will put it to some good use. Pray convey my greetings to Mrs. Sachar.

Sincerely yours,

ERM:skh

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

OFFICE OF THE PRESIDENT

June 11, 1959

Dear Mr. Murrow:

It was a joy to have you with us during the Commencement festivities. The whole week end was on the highest level and your participation further assured this developing tradition for our young university. We shall be proud to cite you as an honorary alumnus and we hope that we may have you back occasionally, especially at periods when there is not so much pressure here and when all of us can be better personal hosts.

Your comments at the President's Brunch were priceless and we were glad that you were taped.

You must have had some personal expenses in connection with your trip and we hope that this modest reimbursement will be acceptable.

Cordially yours,

A. L. Sachar

Mr. Edward R. Murrow
485 Madison Avenue
New York, New York

als/eb
enclosure

Bluestein, Richard
Brandeis University

May 12, 1959

Mr. Richard N. Bluestein
Assistant to the President
Brandeis University
Waltham 54, Mass.

Dear Mr. Bluestein:

Thank you for your letter of May 7 to Mr. Murrow. Your letter probably crossed in the mail with mine to Dr. Sachar returning to him the completed form, and telling him that I would make Mr. Murrow's reservations for Saturday night.

Mr. Murrow will be staying at the Sheraton-Plaza (formerly the Copley Hotel), Copley Square, Boston, and will be accompanied by his colleague, Mr. Bliss, who will attend the commencement ceremony on Sunday afternoon. Mrs. Murrow will not be with them. Mr. Murrow has his own cap and gown and is looking forward to attending the 11 a.m. brunch on Sunday, although he is unfortunately unable to go to the banquet on Saturday evening.

Please let me know if there is anything else you wish to know.

Sincerely yours,

Sheila Hogg
Secretary to Mr. Murrow

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

OFFICE OF THE PRESIDENT

May 7, 1959

Dear Mr. Murrow:

All of us at Brandeis are eagerly anticipating your visit on June 6-7, and we want to do everything we can to provide for your comfort and convenience while you are with us. We are planning a weekend which we hope you will find pleasant and memorable.

Arrangements have been made for you and Mrs. Murrow, if your wife is accompanying you, to be housed at our new Wien Faculty Center. You will be driven to your room by the student driver who will meet you. Please complete the enclosed form and return it to us as soon as possible.

We are enclosing six invitations for the Commencement. Please let us know if you wish more or if the University may mail any invitations for you. The reception and banquet in the Shapiro Athletic Center on Saturday evening, June 6 at 6 p.m. will be a black tie affair.

The Commencement itself is scheduled for 3 p.m. on Sunday, the 7th. However, we ask the honorary degree recipients to be with us for a special brunch at 11 o'clock that morning and to remain with us for the balance of the program. We shall robe at 2 p.m. and the academic procession forms at precisely 2:45.

Please let us know if you have any questions at this time.

Looking forward to having you with us, and with all good wishes,

Sincerely yours,

Richard N. Bluestein

Richard N. Bluestein
Assistant to the President

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

rnb/jmd

Brandeis 1959

Commencement Committee
Brandeis University
Waltham, Massachusetts

From _____

1. DATE OF ARRIVAL _____ TIME _____

PLACE OF ARRIVAL _____ DATE OF DEPARTURE _____ TIME _____

(Arrangements will be made to transport your party to the campus)

2. WILL YOU REQUIRE TRANSPORTATION TO AND FROM THE UNIVERSITY? _____

3. FELLOWS BANQUET - BRANDEIS UNIVERSITY - SATURDAY, June 6

I will _____ attend the Fellows Banquet on Saturday, June 6, Shapiro Athletic Center; cocktails at 6:00 P.M. and dinner at 7:00 P.M. Black tie.

Please make _____ reservations.
(number)

4. PRESIDENT'S BRUNCH - Sunday, June 7

I will _____ attend the Brunch for honored guests on Sunday, June 7, on campus, at 11:00 A.M. Please make _____ reservations
(number)

5. COMMENCEMENT EXERCISES, Ulman Amphitheatre, Sunday, June 7

Honorary degree recipients will robe in the University Library at 2:00 P.M.

I will bring my own cap and gown _____

I will need a cap and gown _____

Hat size _____

Height _____

Weight _____

6. Please send me _____ Commencement tickets for my guests.
(number)

7. Will you please send us a brief biographical sketch together with a glossy photograph which can be used for publicity purposes.

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

OFFICE OF THE PRESIDENT

August, 1959

It has taken us a little time to process the pictures that were taken at the Commencement festivities. Some of them have turned out quite well and should be an interesting remembrance.

The office, therefore, is sending some to you. We hope that you enjoy having them as much as we enjoyed sponsoring the most gratifying of our Commencements.

Cordially yours,

A L Sachar

A. L. Sachar

Brandeis, June, 1959

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Colby College

August 3, 1959

Mr. Richard Dyer
Colby College
Waterville, Maine

Dear Mr. Dyer:

Mr. Murrow is away at present, but he has asked me to thank you very much on his behalf for the photographs of the ceremony at Commencement time. It was most courteous of you to send them.

Sincerely yours,

Sheila Hogg
Secretary to Mr. Murrow

COLBY COLLEGE

WATERVILLE, MAINE

OFFICE OF THE
DIRECTOR OF PUBLIC RELATIONS

July 21, 1959

Say thanks

Mr. Edward R. Murrow
485 Madison Avenue
New York 22
New York

Dear Mr. Murrow:

It was my intention that these photographs reach you immediately after Commencement, but we have to rely on a local photographer and he has been taking matters more leisurely than even Maine Yankees are allowed!

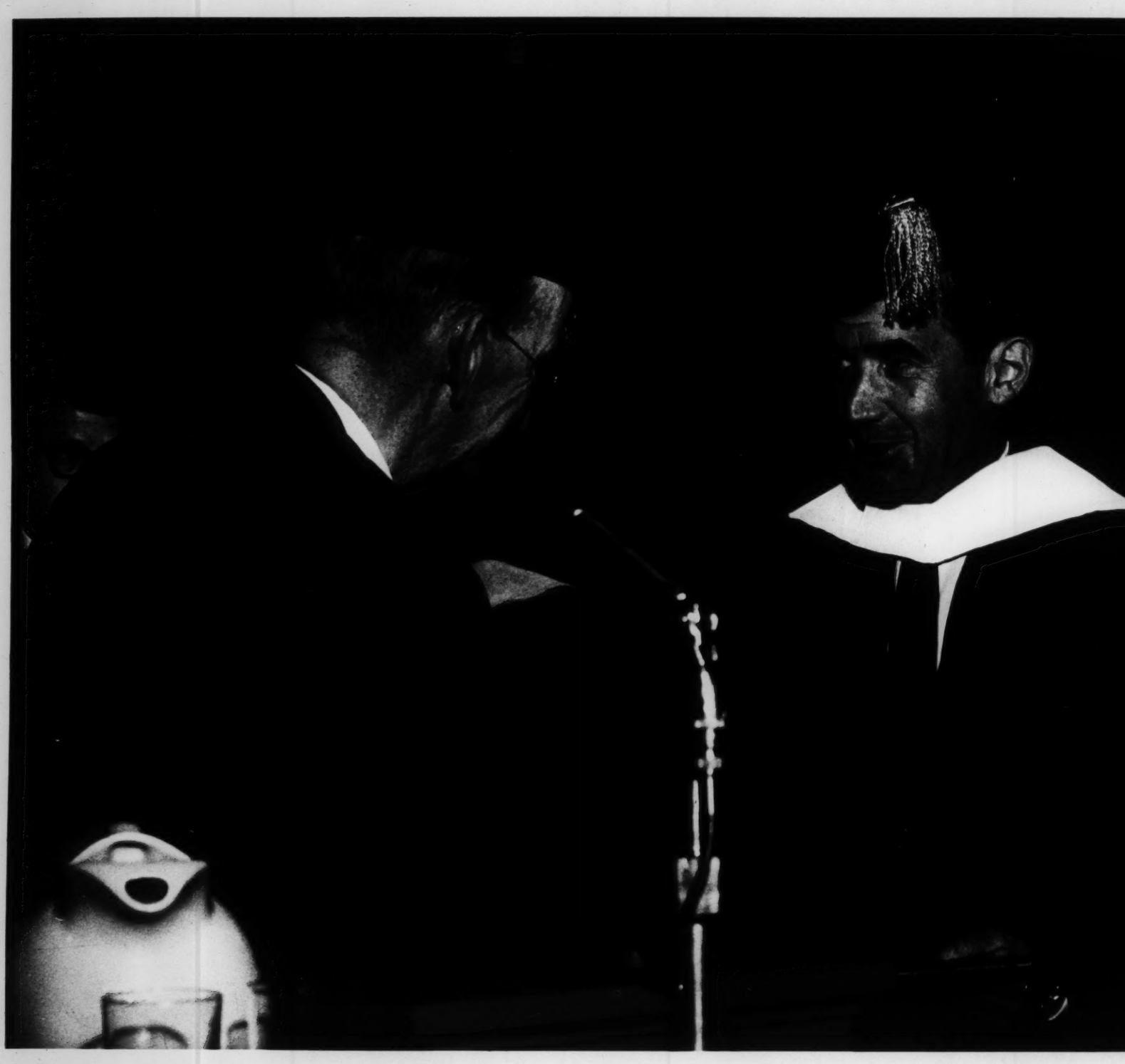
The pictures were not delivered until today. I am sending them along with the best wishes from the College and the hope that they will remind you of a very pleasant occasion.

We shall be thinking of you often during the coming year and following with interest your travels and your comments.

Sincerely,

Richard Dyer

Richard Dyer



Colby

F

June 23, 1959

Mr. Ellsworth W. Millett
Alumni Secretary
Colby College
Waterville, Maine.

Dear Mr. Millett:

It was most kind of you to send me the class letter. I much enjoyed my visit to Colby College and deem it a great honour to have received my degree at Dr. Bixler's hands. I shall hope to revisit Colby on my return from my travels.

Thank you for your kind remarks about PERSON TO PERSON.

Sincerely yours,

ERM:skh

COLBY COLLEGE

WATERVILLE, MAINE

OFFICE OF THE
ALUMNI SECRETARY

June 16, 1959

Dear Mr. Murrow:

I thought you might be interested in reading my class agents letter, particularly where it pertains to all the honorary degree people and the citations as read by Dr. Bixler at commencement.

I welcome you as a new alumnus to Colby College, and I do hope your visits to our campus will be frequent.

With kindest regards, I remain,

Sincerely,

Ellsworth W. Millett

Ellsworth W. Millett
Alumni Secretary

EWM/jr

Mr. Edward R. Murrow
485 Madison Avenue
New York 22
New York

Mrs Millett and I watch you every Friday. It is a great program.

To the Class Agents and Members of the Alumni Council:

We are all happy at the college, for we have gone over the top on our Fulfillment Drive. As a matter of fact, we are about $26,000 over. It would have done your heart good to have heard the applause when Dr. Bixler made this announcement at the Alumni luncheon.

What other college our size could raise this amount of money in two and a half years? To those of you who have worked so hard, our deepest thanks and gratitude go to you. Without your help we never could have gone over the top.

Sometime this summer we will send to you a complete list of your classmates who contributed to this campaign.

DEATHS

Stephen Stark, '92
Donald W. Ellis, '13
Hyman L. Paikowsky, '18
Harrison A. Felch, '24
Amy Robinson Cumming, '25
Henry O. McCracken, '31
Robert C. McNamara, '32

We bow our heads in silent prayer for our departed Colby friends.

THOUGHTS WHILE DRIVING IN FROM CHINA

Even though everyone was happy at commencement, when Dr. Bixler announced that we had gone over the top and that his resignation would take effect next June, there was a deep shock of sadness among the alumni and friends. Who other than Dr. Bixler could have done so much for Colby College during the last seventeen years? Colby can never repay him for what he has done for the college.

The Alumni Council Trustees and Faculty Dinner is always one of the highlights of commencement. There were 180 at the dinner this year and the three speakers, Miss Edith Emery, '37, Professor Walter Brechenridge, and Frederick A. Pottle, '17, did a wonderful job of speaking.... At the class agents breakfast E. Robert Bruce, '40, was introduced by Russ Blanchard, '38 as the new chairman of the Alumni Fund, and I might say that Bob made a very fine impression with the group.....I am sending you the Waterville Sentinel which covered the story of Dr. Bixler's resignation and the remarks made by Neil Lecnard, '21, chairman of the Board of Trustees which tells about Dr. Bixler's accomplishments during his regime here at the college. (In our praise of Dr. Bixler, we do not want to forget the wonderful help and guidance that his good wife, Mary Bixler, has given him. To me she has been a most ardent and loyal Colby worker.)..... Miss Ellen Peterson, '07, came all the way from Florida to attend the different meetings. (I hope when I'm Ellen's age that I have her spirit and enthusiasm.)

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is now no longer the Old Timers
b founded by Dr. Franklin W. John-
but the Colby Fifty-Plus Club....
l R. Bryant, '04, secretary of the
b conducted the poll. I do hope
s name meets with approval, as so
y of the alumni objected to it being
led the Old Timers.....Everyone
eed that the speaking at the Alumni
Commencement dinners were the best
r. The speeches were short and to
point and well delivered.....The
ech by Edward N. McMillan was very
l done in presenting the check of
0,000 to Dr. Bixler from the Charles
Merrill Trust. Mr. McMillan is vice
sident of Merrill Lynch, Pierce,
ner and Smith, Incorporated, and in
senting the check, he said, "Due to
by's high academic stature and busi-
s acumen, was one of the reasons why
by was picked for this gift....."
ena Loane Cooper, '34, came all the
from Fullerton, California, to at-
d her twenty-fifth reunion and the
ss agents meeting.....From all re-
ts the reunions went very well this
r. Each year more and more alumni
coming back to their reunions which
es us feel good.....The Alfred P.
an Foundation (New York City) has
e a gift of $10,000 to Colby College.
a letter to Colby President J. Seelye
ler, the executive director of the
ndation, Arnold J. Zurcher, stated
award was being made in recognition
"the high degree of respect we enter-
n for Colby as an institution and
leadership of that institution."
One of the most impressive things
commencement was the laying of the
nerstone for the new Art and Music
ding. Neil Leonard, '21, presided
Ellerton M. Jette was the featured
ker.....We hope next year that the
Administration Building will be
y for dedication at commencement
. It is a lot of fun to attend
.....We were all upset at the col-
when one of our students lost over
ousand dollars of the Colby campus
t money. The student was on his
to give the money to the Little Wan-
rs Home when someone stole the bag
h held the money. As yet, the bag
he money hasn't been found.....Georg
on, our superintendent of Buildings
Grounds, never had the campus lookin
eautiful as it did commencement
end.....Everywhere Mike Loebs went
as congratulated on the wonderful
that he handled all the details of
encement.....Don't forget next fall
s agents day will be October the
d when we play Williams College in
ball. (Will you put that date down
our calendar now?).....October thir-
h and thirty-first will be the big
y weekend next fall when we play
University of Maine here. (Tell your
, husband, or sweetheart that no
er what happens, you are coming up
those two weekends.....If any of you
ing by China, Maine, get a chance,
in to see us at our summer cottage.

We are proud to congratulate the following people for receiving the following citations, read by David Hilton, '35, at the luncheon Saturday, June 6th, 1959 at the Wadsworth Fieldhouse:

ELIZABETH SWANTON ALLAN - Member of the Class of 1933 - known affectionately to your many friends as "Lib" - active in various ways in Colby affairs: As a Class Agent, an interviewer for the Admissions Office, President of the Merrimac Valley Alumnae Association, former member of the Alumni Council and former member of the Board of Trustees - your college is proud to list you as one of its most devoted Alumna.

It is with great pleasure that the Alumni Council presents you with this Colby Brick for your loyalty and service to your Alma Mater.

* * *

RUTH MILTON D'AMICO - friend and loyal supporter of Colby College; wife of a Colby graduate; mother of a Colby Son and Colby Daughter.

Your love of Colby has matched that of your family and you have worked hand in hand with them in the many phases of Colby's life that hold their interest. The door of your home has always been open to Colby people - including students as well as those having an interest in entering the college. There are few indeed who have not shared your hospitality and been made to feel that they are a vital part of the Colby Family.

In recognition of your devotion to Colby College the Alumni Council presents you with this Colby Brick. May it always remind you of Colby's grateful appreciation of your loyal service and the continuing need of your interest in her behalf.

* * *

MIRA L. DOLLEY - member of the class of 1919 - loyal daughter of Colby College - former member of the Board of Trustees - member and former president of the Southwestern Maine Colby Alumnae Association - as a teacher, counselor and administrator you have influenced many students to come to Colby - in your teaching you have exemplified the lofty ideals for which Colby stands.

In recognition of your long service to your Alma Mater, the Alumni Council presents you with this Colby Brick. Keep it as a symbol of Colby's grateful appreciation of your devotion to her and as a reminder that she will still rely on you for active participation in the future.

* * *

PHYLLIS ST. CLAIR FRASER - member of the class of 1913 - brilliant scholar - inspiring teacher - fond mother of six children - proud grandmother of twenty - patriotic personnel officer - much loved alumnae advisor of Sigma Kappa - who spent the last eleven years of her life devotedly and untiringly in the development of Colby College through its Alumni Office - to whom Colby's hundreds of far flung alumni were many of their living entities, not merely addresses that her photographic memory carried even with her - whose inner ambition to pour out her life in forwarding the development and success of Colby College was successfully achieved - the Alumni Council awards posthumously this Colby Brick, for it is upon the devotion and loyalty of rare souls like hers that the future of Colby is securely built.

* * *

GORDON B. JONES - Class of 1940 - Trustee of the College - past president of the Boston Colby Alumni Association - regional chairman Development Fund Campaign 1957-1958 - originator and driving force behind the successful Alfond Hockey Rink Campaign - for these and many other unrelinquishing demonstrations of your loyalty your College gratefully awards you this Brick. Your continuing and talented contributions to your Alma Mater as manifested by your contributions to its financial problems, its liberal arts responsibility, and the role that athletics can play in its community life are a testimonial to the maturity and wisdom which you have given. In you, your wife, Geraldine, and your six prospective Colbyite children, your College feels secure in the fact that the talent of the Jones family will be reflected in the college and its life for years to come.

* * *

CARL MACPHERSON - loyal son of Colby - alumni interviewer - past president of the Boston Colby Club - president of class 1926 at their last reunion - member of the Alumni Council - chairman of Fulfillment Campaign for the Brockton, Massachusetts area - few graduates have ever served the college more faithfully in so many capacities. The glittering records of the countless boys and girls you have sent to your alma mater reflect your great Colby enthusiasm and your keen judgment of young people.

As a teacher - coach in the best Colby tradition at Concord-Brockton and now as Vice-principal at Brockton High, you have had an enviable record in the field of education since graduating from college.

Winner of the coveted "C" Colby man of the year award in 1956, your college again honors you for your selfless life spent working with young people and for your endless contributions to Colby.

* * *

CONGRATULATIONS

To Bill Bryan: The senior class at Colby College has dedicated its yearbook to William L. Bryan, director of admissions. The citation reads: "Because of his keen interest, enthusiasm, and understanding, Bill Bryan has endeared himself to the heart of many a Colby student."

The 39 year old Bryan joined the college staff as freshman hockey coach and as assistant to the dean of men immediately after graduating from Colby in 1947. His present appointment was made in 1952.

He has been active in the work of the Waterville Boys Club and the Waterville Little League and is a part-time scout for the Pittsburgh Pirates.

The Bryan home is a frequent gathering place for Colby students, especially during the winter months when the family's ice rink is the scene of skating parties.

Bryan is married to the former Margaret A. Bradley of South Orange, N. J. They have four children. He has been lay preacher for the past 12 years in various Central Maine churches."

To Donna M. Tasker, class of '59, who, in my humble opinion, gave the best student's speech that I have ever heard at Colby College at the commencement dinner Sunday, June seventh. Her speech is as follows:

In wording an answer to such a question as "What does Colby mean to me?" I have found difficulty. Obviously, this question implies that only the answerer is doing the interpreting of the meaning. I shall base this speech upon such subjectivity, and I hope at the same time to color it with thoughts which are representative of the class of 1959.

This question led me to ask myself this: "How have I benefited from Colby?" First of all, academically, in both my major and non-major classes, I have not achieved the ultimate wisdom anticipated in 1955, for it is indeed true that the more that one learns, the more there is to learn. However, extremely important is the discipline I have received in "having to do" certain assignments. Interests have been aroused by some subjects, and these interests and any intellectual searchings can be pursued in graduate school or in my leisure time. Truly I feel that from Colby I have gained a fine foundation upon which to do further work.

Second is a precious meaning learned at Colby, and I shall call this friendship--the human understanding of people, the respect of individuality, the "give and take" of the relationship. Of the many aspects of college life, the learning gained in establishing friendships ranks high on my scale of values.

Now these two preceding seem more concrete, more tangible than the illusive, inexplicable, spiritual philosophy of life which underlies all living. The past four years have been years of growth, especially mentally and spiritually. My background against which this growth took place was this. I come from a small Maine town with limited intellectual opportunities, and Colby glowed for me as does its tower light shine in the dark. After arriving here the process of growth started being hammered into shape by experience and guidance. Since education and learning are painful processes, college has been far from complete ease, and during this time, the shining light grew dim. But, the end result is the pearl--a thing of value which develops around an irritation. Many lessons have been taught--equality, integrity, understanding, and the highest of man's emotional striving toward one another, love. These are principles which must come with the academic learning, principles symbolized for me in Colby's blue light; principles that will determine how we enter every situation for the rest of our lives; principles which we will take for "the hill" into life after college. May we all have learned well.

We know of the many advantages to be found here at Colby, however, many of us realize that this institution is also in a growing period and that it presently faces some undeniably serious problems. Socially our unmentionable drinking problem needs yet to be resolved. There is a need for more casual social life between the men and women's divisions. There is a need for certain spirit to be aroused in the students--spirit toward each other and toward the college as a whole. Surely, academically, this spirit is needed also, for education cannot end in the classroom in the books or in the notebooks. Discipline and enforcement must assume a justifiable place on the college campus.

Colby's aims and principles should be clearly stated and carefully upheld. College should shape society, not merely reflect it. Colby needs her idealism to be a most effective shaper. Only those among us who know and recognize the purpose of this small liberal arts New England college can beneficially foresee the future and guide Colby aright. How these problems are resolved now will determine the far future of Colby College.

There are people responsible for any meaning which Colby may have for us, and they are the ones I want to thank. Dr. Bixler...administration, trustees, faculty, and Colby friends--you I thank. And especially for providing an opportunity to attend Colby, I want to thank every Mom and Dad here--especially my own.

Please permit me to end sentimentally about Colby. As I have thought about Colby's meaning to me, a phrase, written by Dr. Comparetti and often sung by the Glee Club, this phrase kept running through my mind. I shall always enjoy thinking of Colby in this way. Here it is:

"Serene upon resplendant hill, forever bright with truths white light; you're walls and towers seem to say, 'We hope to guide you on your way.' Colby, Alma Mater, far reach your name; your sons and daughters everywhere in heart will bear your name."

To Carroll E. Dobbin, '16, in his retirement this month after completing nearly 41 years of government service.

To Norman David Jones, '42, who has been appointed Manager, Labor Relations, of the Campbell Soup Company.

To Robert R. Decormier, '15, who has been honored as Teacher of the Nation 1959.

To Bernerd H. Burbank, '39, who has been appointed medical director of the McGraw-Hill Publishing Company of New York.

To Robert E. Anderson, '47, who has been appointed Merchandising Manager for Sylvania Electric Company (Canada) Limited.

To Caroline Hill Keyes, '08, and Merle R. Keyes, '08, who will celebrate their fiftieth wedding anniversary on June twenty-eighth at Bridgton, Maine. (Will you send this fine couple a letter of congratulations?)

To Carroll Abbott, '35, on being elected Treasurer of Keyes Fibre Company of Waterville, Maine

To Raymond F. Kozen, '47, on being elected chairman of the production executives division, National Association of Shirt, Pajama and Sportswear Manufacturers.

To Gedeon Picher, '59, who was the first Colby man to receive a B.S. in civil engineering from Carnegie Institute of Technology and a B.A. degree from Colby College. (As you know, Colby has an agreement with Carnegie Tech which is called the "Three-Two" plan---three years at Colby and two at Carnegie.)

To Dana M. Simmons, '31, who has been elected principal of Bangor High School.

To Marston Morse, '13, for receiving an honorary degree from Williams College last week.

To Phyllis C. Weston, '32, for being awarded a master degree at Bowdoin College last Saturday. (I think it's wonderful that Bowdoin honored this wonderful teacher.)

To the following for being elected to the Board of Trustees:
- Roderick E. Farnham, '31
- D. Ray Holt, '21
- Barbara Libby Tozier, '30

Council-elect Members:
- Carl R. MacPherson, '26
- Henry W. Rollins, '32
- Gren E. Vale, '24
- Shirley Martin Dudley, '46

Members-at-large for the Alumni Council:
- William R. Atherton, '48
- James Cushing Brudno, '27
- George Howard Crosby, '36
- Carl R. Wright, '47
- William H. Caddoo, '32
- Elizabeth Sweetser Baxter, '41
- Helen Dresser McDonald, '23
- Jean M. Watson, '29
- Priscilla Hathorn White, '42

Alumnus Advisory Board:
- William C. Clark, '53
- Dwight E. Sargent, '39
- Sally Aldrich Adams, '39

Athletic Council:
- Earl L. Wade, '39

To Rufus A. Brackley, '40, who was elected to the post of President of the Rhode Island Secondary School Principals Association.

To Frank A. Mainero, '62 who gave $1,000 for the Fulfillment Fund. (Isn't it wonderful that a student thinks so much of his college that he will pledge this amount?)

To Edmund N. Ervin, '36, director of the clinic for retarded children at Thayer Hospital, is serving as Liaison Chairman for the First International Medical Conference on Mental Retardation.

The following have received honorary degrees at the Colby Commencement on Monday, June 8, 1959:

DOROTHY BETHURUM, the Degree of Doctor of Humane Letters. A daughter of the South who has graced the realm of higher education in the North, chairman of two Departments of English Literature (at Lawrence and Connecticut Colleges) which through your efforts have risen to distinction, you have enriched the intellectual lives of several college generations with your brilliant insights into the subtleties of Chaucer and Shakespeare. You have also established yourself as a leading scholar in Anglo-Saxon studies, bringing the homilies of Wulfstan to life with your thorough research work and discerning criticism. Holder of Fulbright and Guggenheim Fellowships, chairman of the Committee on English Instruction at Breadloaf, you have served effectively on the editorial committee of the Modern Language Association and the Council of the American Association of University Professors. Distinguished teacher and writer, conscientious citizen and wise administrator, Colby College recalls with pleasure your visit as guest lecturer and takes even greater satisfaction in your acceptance of its invitation to become a permanent member of its honorary society of scholars.

JAMES STACY COLES, the Degree of Doctor of Laws. Nearly a hundred years ago a young chemist became president of the oldest college in the land and the dynamism of his leadership is felt today throughout educational circles in America. A few years ago you came as a young chemist to the presidency of the oldest college in Maine and already both within Maine and outside the vigor of your educational leadership has had a marked effect. As Supervisor of the Underwater Explosives Research Laboratory at Woods Hole, and civilian technician of the United States Technical Mission in Europe, you served your country well -- receiving in recognition the President's Certificate of Merit. A former Dean at Brown, you have been awarded by that institution an honorary degree. Your present career at Bowdoin is marked not only by the college's growth in material resources and intellectual power but by the extension of your own influence on the surrounding community and its schools. A scientist who understands and interprets with sympathy the liberal arts, an administrator with courage who refuses to compromise and an educational leader with a broad view of the responsibilities an institution of higher learning must assume, Colby College greets you on this occasion as a good neighbor and a valued friend.

NATHANIEL MANN GUPTILL, the Degree of Doctor of Divinity. Whatever your hand has touched has seemed to spring to life and whatever work you have begun has led to conspicuous accomplishment. As an undergraduate at Colby, as a student at Andover Newton Theological Seminary, as a pastor both in Maine and in Massachusetts and as director of field work for young ministers, you have been noted for the vigor with which you carried them through. A respected pastor, a valued guide, philosopher, and friend for students, your abilities have been recognized by your appointment as Director of the Department of the Ministry of the General Council of the Congregational Christian Churches of America. As you return for your twentieth reunion, your college takes pride in your record and looks forward to an even greater scope in the future for the talents you so clearly display.

ROLLAND E. IRISH, the Degree of Doctor of Laws. Success has come to you in business. You joined the Union Mutual Life Insurance Company in the period of green eye shades and stand-up desks to become its president and to usher it into a period of remarkable growth made possible largely through your own willingness to use modern techniques and modern ideas. When serious differences between stock and mutual companies brought the life insurance industry to a crisis, your associates met it in the best possible way by making you president of the American Life Convention. But your career has been just as notable for the quality of your service to the many philanthropic causes that have sought your support. As Director of the Pine Tree Council, Boy Scouts of America, President of the Portland Community Chest, Vice President of the Maine Medical Center, and President of the Board of Trustees of the Maine General Hospital, you have played an important part in directing the course of Maine philanthropy. Knowing as we do that as Maine goes so goes much else, Colby College honors you for your successful efforts to see that Maine itself shall take the right path and that its citizens shall keep constantly before their minds their personal and corporate responsibilities to society.

ARTHUR T. LOUGEE, the Degree of Doctor of Fine Arts. A native of Maine, you attended the School of Boston Museum of Fine Arts and quickly made a reputation in the fields of painting and illustrating. Your work as a designer led to employment by several publishing houses and by the Musium itself. During the war, you served as an editor of naval publications. In 1953 your fellow designers made you Art Director of the Year and now in 1959 they have made you president of their National Society. In your present position as Art Director of Publications for the Ford Motor Company and Executive Editor of the FORD TIMES, you have shown that good art can produce good advertising and that good advertising can increase

the influence of good art. The Ford Times Collection of American Art, with over seven thousand original paintings, has been formed under your guidance and shown in traveling exhibitions to millions of observers. Paintings by artists from all over the country have appeared in the magazine under your editorship. A servant alike of art and the public, a pioneer whose taste and discernment have affected the artistic understanding of a large section of our society, you are adding to the first mile of necessity the second mile of transfiguration, and Colby College applauds your contribution to the remarking of our common life.

GILBERT HOLLAND MONTAGUE, the Degree of Doctor of Laws honoris causa. Born in the Connecticut Valley and a summa cum laude graduate of Harvard, a leading corporation lawyer in New York whose advice is frequently sought by the top echelon in Washington, a summer resident of Maine who has made this state his second home, holder of honorary degrees from Michigan, Springfield, and Kenyon, you have shown that it is possible to rise to the top of your profession and at the same time maintain scholarly and literary interests which keep you roaming far afield. Omnivorous reader, author of several books, fellow of the Pierpont Morgan Library, donor of the Houghton Library's famous Emily Dickinson Collection and recognized yourself as one of the ablest interpreters of her poetic genius, member of various boards of directors including that of the New York Botanical Gardens, member of the Bronte Society of England and the Massachusetts Historical Society, chairman or officer of many legal associations, in your versatile interests you exemplify that mastery of both the liberal and professional arts to which so many are called but for which so few are chosen. As you begin your eightieth year, Colby College is happy to welcome you to membership in still another society based on Mayflower Hill and to express the hope that it will be maintained for many years to come.

EDWARD R. MURROW, the Degree of Doctor of Humane Letters honoris causa. Not many men would have either the imagination or the courage to break into the smooth running advance of a career like your own for stock taking purposes. In your decision to go off for a fresh look at yourself and your resources, you are acting in the best Socratic tradition and are living up to the principle that only the life subjected to constant examination is worthwhile. A man of integrity who faces controversy without flinching, a man of sympathy who helped hundreds of European refugee scholars to start a new life here, recipient of Freedom House and Emmy awards, acquainted personally with most of the leaders of our time and at home in practically every country, you are above all a man of faith in the truth, whose eagerness to make it available to many and whose confidence that they will use it for good has revolutionized our conception of the extent to which important ideas can be shared. By your ingenious exploitation of new media of communication, you have shown that in a world which shrinks as its techniques grow it is possible to replace suspicion with knowledge and fear with understanding and respect. As an educator of a new type and a creative worker in the effort to remove mass prejudice, Colby College recognizes the soundness of your aims and congratulates you on the brilliant success of your methods.

FRED CLARK SCRIBNER, JR., the Degree of Doctor of Laws honoris causa. THE NEW YORK TIMES has called you "one of the most able young men to come to Washington in many years." You have also been characterized as a hard worker who gives meticulous attention to detail and a New Englander who possesses "the skills of a successful lawyer, an experienced administrator, and an active politician." Native of Maine, graduate of Dartmouth and Harvard Law School, you practiced law in Portland and your contributions to civic life included the state chairmanship of your party and directorship of the Maine General Hospital. Called to Washington in 1955, you served successively as General Counsel, Assistant Secretary, and Under Secretary of the Treasury of the United States. In your present position your diversified talents show themselves in such varied activities as guarding the person of the President, controlling the narcotics traffic, and collecting Federal taxes. Because of your knowledge and judgment, your advice is often sought on policy decisions of the Treasury Department outside your fields

of special responsibility. Member of the scholastic fraternity Phi Beta Kappa and the forensic fraternity Delta Sigma Rho, Colby College admits you to its own community of learners, recognizing you as a thinker who acts, a man of both knowledge and decision, a student who makes his ideas count for the public good.

EDWARD DURELL STONE, the Degree of Doctor of Fine Arts honoris causa. A pioneer in presenting the international style in architecture to the United States, you are now a leader in the effort to restore to modern architecture some of the manifestations of elegance and individuality that the machine age appeared to sweep away. In a time of conflicting claims and loyalties, you have shown that architecture can be unmistakably modern without sacrificing beauty and spiritual enrichment. Your work on the Museum of Modern Art in New York started a new trend in museum planning. Your hotel in Panama revolutionized architecture for the tropics. In Pasadena you revealed a dramatic solution to the problem of factory design. The serene and spacious Embassy Building at New Delhi set an enviable precedent for government housing and the United States pavilion at Brussels made your compatriots who saw it glad that they had come to the World's Fair. Winner of innumerable prizes and medals for your striking designs, an artist who understands and appreciates the past but takes an imaginative look at the present, you have met the problems of our common life with solutions that stress the affirmations of individual taste, and have forced architecture to offer a personal response to a co-operative demand. Colby College honors you as a responsible experimentalist and a revealer of the hidden glory behind the mask of fact.

MARSHALL HARVEY STONE, the Degree of Doctor of Science honoris causa. One who deals with the furthest flights of mathematical speculation and whose travels as lecturer and consultant take you to the farthest corners of the earth your work is at the same time a symbol of the unified control over nature that modern scientific thought has achieved and the agreement among scholars that has made this possible. Former President of the American Mathematical Society, honorary member of the Indian Mathematical Society and the Union Mathematica of Argentina, first president of the International Mathematical Union and now president of the International Commission on Mathematical Instruction, having served brilliantly on the faculties of Columbia, Harvard, Stanford, Yale, and Chicago and as guest lecturer at dozens of other institutions, you have refused to be confined to any one country or campus. Nor has the ivory tower claimed you, for during World War Two you were consultant for the Navy Bureau of Ordnance, the Office of the Vice Chief of Naval Operations, and the Office of Chief of Staff of the Army, including overseas activity in the China-Burma-India and European theaters. Author, scientist, teacher, and traveller, as you return from your latest foreign tour, Colby College appreciates your willingness to make this campus your first port of call and expresses the hope that Mayflower Hill may become at least one of your spiritual homes.

EUGENE PAUL WIGNER, the Degree of Doctor of Science honoris causa. Engineer, mathematician, physicist, professor, man of research and also of action, the growth of your own intellectual life reflects, just as it has in turn influenced, many of the great forward steps of modern science. Born in Budapest, Professor of Engineering in Berlin and Gottingen, you came to this country in 1930 and were appointed Professor of Physics at Princeton. During the war, you directed a large group of engineers and scientists in the atomic bomb project, and at 3:25 P.M. on December 2, 1942, you were one of the historic band at Stagg Field in Chicago to watch the first man-made atomic fire. In the early years of the war, you were consultant to the Office of Scientific Research and Development and since 1947 you have been consultant to the United States Atomic Energy Commission. The imposing Hanford atomic reactors for peace-time production of atomic energy are a result of your design. Holder of many honorary degrees, and recipient of this country's Medal of Merit in 1946, you were awarded last year the much coveted Enrico Fermi Award. It has been said that to do justice to your career would require extended use of quantum mechanics along with generous portions of relativity theory. You have been compared to the versatile electron in that you seem to move with a velocity like that of light. You have been an integral part of recent scientific

progress and your activities in the future have so many possibilities that prediction is unsure. Your presence on this occasion is all the more a source of satisfaction to Colby College and its friends.

JEAN GANNETT WILLIAMS, the Degree of Doctor of Humane Letters honoris causa. President and publisher of newspapers in Portland, Augusta, and Waterville, you are continuing a journalistic tradition inherited from your pioneering father and grandfather. The love of music so characteristic of your gracious and much esteemed mother shows today in your efforts on behalf of the Portland Symphony Orchestra Association in your capacity as president. You are, however, not merely an inheritor of the past, but a person very much aware of the needs of the present, who is blazing the trails that point creatively to the future. With a steady hand and an instinct for imaginative leadership, you have been quick to adopt improvements for the internal structure of the enterprises under your control and just as quick to note added opportunities for public service. Your intellectual balance and sense of fair play have been supplemented by the kind of perceptive intuition and feeling for individuals only a woman can command so that just as you never will be called an Organization Man so it seems most unlikely that you will ever be referred to as an Organization Woman. Member of the Bureau of Governors of the New England Daily Newspaper Association, president of the Guy Gannett Broadcasting Services, trustee of the Salvation Army and the Pine Tree Society for Crippled Children, Colby College invites you to its rostrum today to honor you as a publisher whose enlightened policies and spirited independence have won you the respect of your colleagues throughout the nation and the warm-hearted approval of your friends nearer home.

COLLEGE COMMENTS

I doubt if we ever have another president that can write citations like Dr. Bixler. I do hope you take time to read these citations of the honorary degree holders.....I asked Frances Buxton who graduated June the ninth her impressions of Colby. Her letter follows:

Dear Mr. Millett:

There are a great many intangibles involved when one stops to consider what four years of college have meant. It is difficult to articulate these feelings, difficult even to articulate the more concrete meanings which I have found at Colby. I find it easiest to express these thoughts in phrases which I will attempt to transpose here.

Growth of self...an increasing awareness of my capabilities...a broadening of interests through courses...a tolerance of other ideas, people and things--in general, a start in the liberation of a personality.

Close relationships with the faculty for any student who has the interest.... Colby, while standing for many things, stands particularly for find friendships. Being small the college affords an opportunity to have a large group of friends and acquaintances....

Colby's great generosity in aiding students financially through scholarships and work opportunities...the extreme willingness of individual members of the administration and faculty to give of their time and of themselves to help any student.. The opportunity for anyone to be successful at Colby....merit, not social or family background is the determinant.....

Disillusionments in dealing with people...lessons in avoiding quick judgment.. awareness of the many varities of people which make up Colby and the world...Disappointment in certain activities at Colby...perhaps a re-evaluation and housecleaning are in order...fewer organizations of a better quality which perform definite and positive functions...Disappointment in the inability to find a positive solution to Colby's drinking problem and the need of improvement in division between the male and female sides of campus.

Colby in transition...the great stress on the development of the physical plant and now is seen a need for greater intellectual stress...This senior year.. a year when the pressure of this new demand was felt...more was expected of the students....resentment arose, but the adjustment was gradually made...This transition....a natural and necessary thing....the need in a quite fully expanded college for this academic stress...but a hope that Colby's athletics will not be slighted in this period....

The rapid pace of four years...closing...the sentimental memories.../the feeling of spirit at a football game...the star on the library tower each Christmas... the willows around Johnson Pond in the spring...Colby is all of this, but much more...Certain things have come to a close, but not all things...for these four years are the beginning.....

Have a nice summer. Keep plugging. Bill

Colby College
Bixler

June 19, 1959

Dr. J.S. Bixler
Colby College
Waterville, Maine

Dear Dr. Bixler:

I write belatedly to thank you for my gracious reception at Colby and for the privilege of receiving an honorary degree at your hands. I hope that we may meet again when I return from my year's leave.

Sincerely yours,

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May 20, 1959

Dear Dr. Bixler:

Thank you for your letter of May 15th.

I will join you on Monday, June 8th at 9:00 a. m. in your office in Miller Library. I shall be driving up from Portland and shall have to leave immediately after the ceremony to return to Portland, in order to do my radio broadcast from there.

I am sorry that it will not be possible for me to stay for the luncheon.

With best regards.

Sincerely yours,

Dr. J. S. Bixler
Colby College
Waterville, Maine

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COLBY COLLEGE

WATERVILLE, MAINE

OFFICE OF THE
PRESIDENT

May 15, 1959

Dear Mr. Murrow:

The program of our Commencement Weekend is enclosed along with information concerning the degree ceremony. We should be happy to have you and your family attend as many of the Commencement events as your time will permit. Soon you will hear from Mr. Richard Dyer who will be your special host. He will be glad to make any arrangements.

On Monday, June eighth, at 9 a.m. I would like you to join the other honorary degree recipients in my office in Miller Library. The building, in the center of our campus, is identified by a clock tower. Please bring cap and gown. We trust that you will be able to stay for a luncheon which we have for honorary degree guests and their families. It would be helpful to have your plans in this regard in order that we may make reservations for the proper number.

With anticipation and kind regards,

Sincerely yours,

J. S. Bixler

Mr. Edward R. Murrow
485 Madison Avenue
New York 22
New York

EDWARD R. MURROW: Not many men would have either the imagination or the courage to break into the smooth running advance of a career like your own for stock taking purposes. In your decision to go off for a fresh look at yourself and your resources, you are acting in the best Socratic tradition and are living up to the principle that only the life subjected to constant examination is worthwhile. A man of integrity who faces controversy without flinching, a man of sympathy who helped hundreds of European refugee scholars to start a new life here, recipient of Freedom House and Emmy awards, acquainted personally with most of the leaders of our time and at home in practically every country, you are above all a man of faith in the truth, whose eagerness to make it available to many and whose confidence that they will use it for good has revolutionized our conception of the extent to which important ideas can be shared. By your ingenious exploitation of new media of communication, you have shown that in a world which shrinks as its techniques grow it is possible to replace suspicion with knowledge and fear with understanding and respect. As an educator of a new type and a creative worker in the effort to remove mass prejudice, Colby College recognizes the soundness of your aims and congratulates you on the brilliant success of your methods.

By the authority of the Board of Trustees of Colby College I confer upon you, EDWARD R. MURROW, the Degree of Doctor of Humane Letters honoris causa. The hood with which you have been invested and this diploma which I place in your hand are the visible symbols of your membership in this society of scholars, to all the rights and privileges of which I declare you entitled.

Commencement

You are cordially invited to attend

the One Hundred and Thirty-eighth

Commencement of Colby College

June fifth to June eighth

Nineteen hundred and fifty-nine

PROGRAM

Friday, June fifth

9:00 FACULTY-SENIOR CLASS BREAKFAST — Roberts Union

2:30 ANNUAL MEETING OF THE BOARD OF TRUSTEES — Roberts Union

6:15 DINNER FOR TRUSTEES, ALUMNI COUNCIL AND FACULTY — Foss Hall

Saturday, June sixth

8:00 CLASS AGENTS BREAKFAST — Louise Coburn Hall

8:30 PHI BETA KAPPA BREAKFAST — Mary Low Hall

9:00 ANNUAL MEETING OF THE ALUMNI COUNCIL — Smith Lounge, Women's Union

10:15 ANNUAL MEETING OF THE COLBY LIBRARY ASSOCIATES — Treasure Room, Miller Library
Visitors welcome

10:45 FRATERNITY AND SORORITY REUNIONS

12:30 REUNION LUNCHEON FOR ALUMNI, ALUMNAE, FACULTY, AND SENIOR CLASS — Field House

2:45 BASEBALL GAME — Coombs Field
Colby vs. Quonset Naval Air Station

6:00 CLASS REUNIONS — (See back page)

8:30 COMMENCEMENT PLAY — Women's Gymnasium
A Midsummer Night's Dream

Sunday, June seven

10:00 BACCALAUREATE S

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11:00 LAYING OF THE CO

12:00 COMMENCEMENT D

4:00 RECEPTION BY THE

For

5:30 to 6:15 SUPPER

7:00 BOARDMAN VESPER

The Reverend N

8:15 COMMENCEMENT C

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Monday, June eight

9:30 THE 138th COMMEN

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FOLLOWING THE EXERCISES THER
RECIPIENTS OF HONORARY DEGREE

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ATE SERVICE — Lorimer Chapel

PRESIDENT J. SEELYE BIXLER

Admittance by ticket only until 9:45; thereafter everyone is cordially invited to attend. The service may also be heard from the Chapel lounge and the surrounding grounds.

HE CORNERSTONE — Art and Music Building

IENT DINNER — Field House

BY THE PRESIDENT AND FACULTY
For Seniors and Guests — President's House

R — Foss Hall and Roberts Union

VESPERS — Lorimer Chapel

VEREND NATHANAEL MANN GUPTILL, 1939

IENT CONCERT — Women's Gymnasium

The Colby-Community Symphony Orchestra and the Waterville Area Chorus, under the direction of Peter Re

eighth

OMMENCEMENT EXERCISES
Lawn, Miller Library

ADDRESS: PHILIP HALL COOMBS

Academic procession starts at 9:15
Air Force commissioning ceremonies will follow the Commencement exercises

SES THERE WILL BE AN OPPORTUNITY TO MEET THE
Y DEGREES IN THE MAIN CORRIDOR OF MILLER LIBRARY

In Case of Rain

The President's Reception will be held in the Miller Library; and Commencement exercises in the Field House.

Exhibitions

Numerous exhibitions have been arranged, illustrating undergraduate and departmental work.
In the Miller Library, exhibitions will include:

MAIN FLOOR: Recent publications of Colby alumni.

Lectures at Colby, 1958-59

TREASURE ROOM: Representative selections from special collections.

RESERVE ROOM: Material illustrative of undergraduate activities.

Class Reunions

Alumni Headquarters will be at Roberts Union. Class reunions at 6:00 p. m. on Saturday will be held at locations listed below. In planning for dinner service at these reunions it is important that class agents know in advance how many will attend.

Class	*Place*
1882-1908	Mary Low Hall
1909	Jefferson Hotel
1914	Roberts Union
1919	Elmwood Hotel
1924	Bear Springs Camp (Great Pond) Rome
1929	Elmwood Hotel, New England Room
1934	Alden's Camps, Oakland
1939	Dr. Dore's Camp
1944	Elmwood Hotel, Tavern
1949	Waterville Country Club
1954	Jefferson Hotel

INFORMATION FOR RECIPIENTS OF HONORARY DEGREES

Recipients of honorary degrees are requested to bring academic cap and gown. Colby will provide the hood.

Each recipient will be assigned a host from the college staff to meet him on arrival at Waterville, if desired, and to furnish assistance and information concerning Commencement procedure. An information sheet with plan of the platform seating will be distributed before the exercises.

The academic procession assembles at 9:00 a.m., D.S.T. on the main floor of the Miller Library. The President's Office will be used for robing. (In case of rain, the procession will assemble at 9:00 in the Herbert E. Wadsworth Field House.)

For uniformity in the exercises on the platform the following procedure is requested:

At the time of conferring the degree, the Dean of the Faculty will present each candidate with the following words: "Mr. President, I have the honor to present for the degree of.....Mr. ....." The College Marshal will then escort the candidate to the President. The recipient faces the President during the citation and the investment with the hood; he receives the diploma with his left hand, shakes hands with the President, and then the President and the recipient salute each other by tipping their caps. (Tipping of the cap applies only to the men.) The recipient is then escorted back to his seat by the College Marshal.

There will be an informal reception for honorary degree recipients in the Miller Library immediately following Commencement exercises.

President and Mrs. Bixler will entertain the honorary degree recipients and their families at luncheon at Roberts Union.

Honorary degree recipients who have not already made reservations for hotel accommodations may wish to communicate with the President's Office.

May 1959

Dyer, Richard

May 29, 1959

Dear Mr. Dyer:

Many thanks for your cordial letter of May 19th and for your offer of assistance during my visit to Colby College.

I think I shall not have to trouble you to any large degree, since I shall be driving up from Portland early on the morning of Monday, June 8th, and shall have to leave again immediately after the ceremony to return to Portland in order to do my radio program. Since my visit with you is to be so brief, Mrs. Murrow will not be coming with me.

Again, my thanks for your offer to help.

Sincerely yours,

Mr. Richard Dyer
Colby College
Waterville, Maine

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COLBY COLLEGE
WATERVILLE, MAINE

OFFICE OF THE
DIRECTOR OF PUBLIC RELATIONS

May 19, 1959

Mr. Edward R. Murrow
485 Madison Avenue
New York 22
New York

Dear Mr. Murrow:

I have been asked by President Bixler to assist you and Mrs. Murrow in arrangements for your visit to Colby and to be host during your stay. It will be an extreme pleasure.

We hope that you and Mrs. Murrow will arrive in sufficient time to share some of the Commencement events with us and to see the campus.

If you will let me know your time of arrival, I will meet you and will escort you to the College.

I am eager to assist you with hotel accommodations or in any other capacity.

Sincerely,

Richard Dyer

Richard Dyer

April 29, 1959

Mr. Richard Dyer
Director of Public Relations
Colby College
Waterville, Maine

Dear Mr. Dyer:

In reply to your letter of April 27 to Mr. Murrow, I have pleasure in sending you enclosed a picture of him and hope it will suit your purpose. Let me know if there is anything else you would like.

Sincerely yours,

Sheila Hogg
Secretary to Mr. Murrow

enc.

COLBY COLLEGE
WATERVILLE, MAINE

DIRECTOR OF PUBLIC RELATIONS

April 27, 1959

Mr. Edward R. Murrow
485 Madison Avenue
New York 22
New York

Dear Mr. Murrow:

It is a pleasure to learn from President Bixler of the recognition you will receive at Commencement.

To assist in covering the event for the press, I would appreciate receiving a photograph of yourself. As you know, the college does not announce honorary degree recipients in advance. We shall use the photograph the day following Commencement. Thank you for this kindness.

It will be a pleasure to welcome you as an honorary graduate of the college.

Sincerely,

Richard Dyer

Richard Dyer

COLBY COLLEGE
WATERVILLE, MAINE

OFFICE OF
THE PRESIDENT

February 18, 1959

Dear Mr. Murrow:

I am delighted that you expect to be with us on June 8th. I do hope that Mrs. Murrow will be able to come with you.

In a few weeks I will send you more detailed word about the Commencement week-end.

'Till then, believe me with warm regards and high anticipation,

Sincerely yours,

J. S. Bixler

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

February 12, 1959

President J.S. Bixler
Colby College
Waterville, Maine

Dear President Bixler:

I write to acknowledge receipt of your gracious letter of February 3. I am deeply honoured and will, with pleasure, present myself on the morning of June 8. I will meanwhile keep your communication in confidence.

With warmest personal regards,

Sincerely yours,

ERM:skh

COLBY COLLEGE

WATERVILLE, MAINE

OFFICE OF THE
PRESIDENT

February 3, 1959

Dear Mr. Murrow:

At its meeting held January 31st, the Board of Trustees of Colby College voted to confer upon you at its Commencement Exercises to be held at 9:30 a.m. Monday, June 8th, 1959, the degree of Doctor of Humane Letters honoris causa. Because it is our custom not to award degrees in absentia, I hope that you will be able to be present for this occasion.

You may be sure that you have many friends on the campus who will be delighted to see you here.

Colby College, I might add, is a private, co-educational institution with eleven hundred and seventy-five students, which has recently built a beautiful new campus and which is bending every effort to strengthen its intellectual life.

During the spring, I will send you word of the festivities of commencement week-end. Meanwhile, may I ask you in accordance with our habit to keep this communication confidential.

With warm personal regards, believe me,

Sincerely yours,

J. S. Bixler

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Grinnell

Put with C 50

June 26, 1958

Dear Miss Bassett:

Thank you very much for sending me the pictures from Grinnell.

It was, in fact, the first time I have ever been photographed wearing glasses. I must confess that they failed to give me the proper academic cast of countenance for the occasion.

Thanks again.

Sincerely yours,

Miss Elizabeth Bassett
Editorial Services
LIFE
Rockefeller Center
New York 20, New York

fe

LIFE
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20

PUBLISHER'S OFFICE

June 23, 1958

Dear Mr. Murrow:

Here, with the compliments of LIFE's editors, are pictures of you speaking at the commencement exercises of Grinnell College. I hope you will enjoy the prints and that you will accept them with our many thanks for all your courtesies and helpfulness to our staff.

Sincerely,

Elizabeth Bassett

Elizabeth Bassett
Editorial Services

Mr. Edward R. Murrow
c/o C. B. S.
485 Madison Avenue
New York, New York

June 23, 1958

Dear Mr. Prescott:

This is just a note to thank you for the recording of the citation and presentation of the honor degree.

It will serve as a momento of the Commencement. Thanks again.

Sincerely yours,

Mr. Herbert Prescott
Grinnell College Radio
Grinnell, Iowa

mcc

.NELL
.OLLEGE RADIO

AN EXTRA-CURRICULAR ACTIVITY

[redacted] 52 SHOWS A YEAR FOR WOI; OTHER PROGRAMS FOR COMMERCIAL AND EDUCATIONAL STATIONS; KGRW, CAMPUS WIRED WIRELESS, 35 HOURS A WEEK; T-V PRODUCTIONS PREPARED FOR LIVE PRESENTATION OR FILMING [redacted]

June 9, 1958

Dr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York, N. Y.

Dear Doctor Murrow:

You will shortly receive from the Webber Studios in Des Moines a record made from a tape recording of the citation and presentation of your honorary degree at Grinnell's June 8 Commencement.

We hope that this disk will serve pleasantly as a memento of your campus visit.

Sincerely yours,

Herbert Prescott

Herbert Prescott
Faculty Director of Broadcasting

HP:jr

Grinnell College
Honorary Degree

June 19, 1958

Dear Howard:

Thanks for your gracious letter. I enjoyed your hospitality very much indeed and can only hope that my slightly unorthodox talk did not cause you any embarrassment.

One day I hope to propose myself for a long week-end when I can sit down with some of your faculty and students and really learn something. Meanwhile, don't forget, if I can run any errands for you and Grinnell you should only command me.

As ever yours,

Dr. Howard Bowen
Grinnell College
Grinnell, Iowa

mcc

GRINNELL COLLEGE
GRINNELL, IOWA

OFFICE OF THE PRESIDENT

June 12, 1958

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

Your visit here was a great success and we are all very much indebted to you for the time and energy you gave us. I heard numerous favorable comments about your speech and also many people remarked about your graciousness.

I wish that you might have been here at a time when you could have seen a little more of the College and its students, but at least I succeeded in getting you inside our chapel.

I am enclosing a copy of the citation.

With warm regards and good wishes for all your future endeavors,

Yours sincerely,

Howard

Howard R. Bowen

HRB/jh

Enclosure

COMMENCEMENT -- JUNE 8, 1958

Grinnell College

EDWARD R. MURROW -- CITATION

President: During World War II, Ambassador Winant and Grinnell's own Harry Hopkins said: "EDWARD R. MURROW is the man of our country who is doing the greatest job of all, of interpretation, representation, and understanding, and morale-building in England and the United States."

EDWARD R. MURROW, free men everywhere are profoundly in your debt. In the battle with dictatorship, your courage taught us courage; your scrupulous accuracy taught us new respect for truth; your devotion to democratic values heartened us in the fight for freedom. And you have continued your notable service in the world of uncertain peace, clarifying the critical issues, foreign and domestic. We congratulate you on the skill, the candor, and the intelligence with which you have made your craft an art, giving new dignity and importance to the role of reporter.

On recommendation of the faculty of Grinnell College and with the approval of the Trustees, I hereby admit you to the degree

D O C T O R O F L A W S.

Let the candidate be invested with the hood and be given a suitable diploma.

Grinnell College
BULLETIN

Volume 54, Number 4
NOVEMBER, 1957

THE PRESIDENT'S REPORT
1955-57

GRINNELL COLLEGE BULLETIN

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GRINNELL COLLEGE
GRINNELL, IOWA

To the Members of the Board of Trustees:

I have the honor to present a report on the work of Grinnell College during the biennium 1955-57, the 110th and 111th years of its service to the nation.

This report covers my first two years in office, during which much of my effort has been spent in becoming acquainted with the College and its people. Because of the warmth of the welcome and the spirit of cooperation among students, faculty, staff, trustees, and alumni, the two years have been for me a rich and rewarding experience. To have a part in the work of a college so distinguished as Grinnell is a privilege that I value highly.

My report is intended to present a fairly detailed factual account of the recent activities and of the present state of the College. It will also include my recommendations and hopes for the future development of the institution.

Yours sincerely,

Howard R. Bowen

Howard R. Bowen
President

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THE PRESIDENT'S REPORT

Grinnell College

1955-57

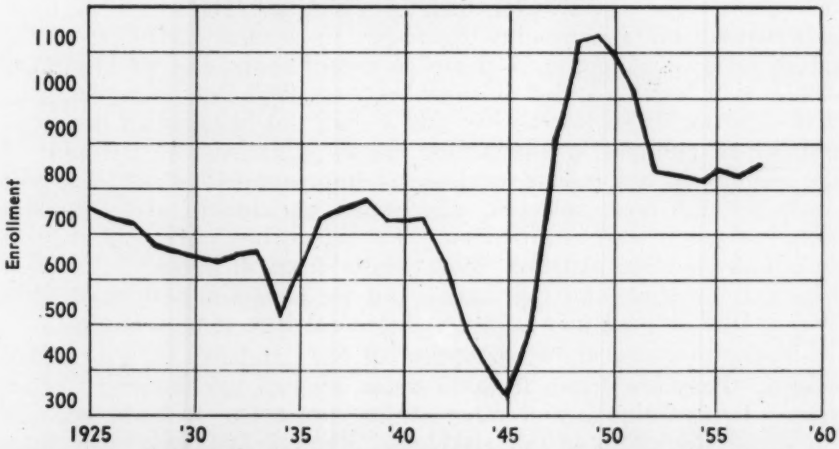
THE STUDENTS

Grinnell is by design and by tradition a small residential college. It is a closely integrated community where individuality and democracy are highly esteemed. All students (with the exception of about 50 married students and town students) are expected to live on the campus in college residence halls. There are no fraternities and sororities and no student rooming houses. Enrollment, therefore, is generally limited by the traditional character of the College and is specifically limited by the capacity of the residence halls.

The enrollments of the College over the years from 1925-26 through 1956-57 are shown in Table 1. These figures indicate

TABLE 1

TOTAL ENROLLMENT, 1925-1956



clearly the influence of the Great Depression and of World War II upon the number of students. In recent years, the enrollment has risen slowly to 866 in 1956-57. This was the largest enrollment in the history of the College except during the "G.I." period immediately following World War II. Recently, we have experienced a sharp increase in the number of applications from new students

and a significant decrease in the number of old students leaving before graduation. We have for 1957-58 an enrollment of about 940, of whom about 890 will be in our residence halls and 50 outside. This is near the limit of the number we can conveniently accommodate with our present residences.

The distribution of our students by sex and by classes is shown in Table 2. About 44 per cent of our students are women and 56 per cent men. We expect to maintain about this same ratio of men to women. The distribution of students by classes (Table 2) is somewhat abnormal. As a result of student attrition some years

TABLE 2

GRINNELL STUDENTS, CLASSIFIED BY SEX AND BY CLASS, OCTOBER, 1956

	Men	Women	Total
Freshmen	151	139	290
Sophomores	132	104	236
Juniors	110	78	188
Seniors	97	55	152
Total	490	376	866
Unclassified part-time students	3	7	10

ago, a phenomenon that was common to most Midwestern colleges, the senior class was smaller than is desirable. Recently, we have experienced an encouraging reduction in student attrition. The junior class was the largest of any in recent years, and we are much closer to a well-balanced student body in 1957-58. However, student attrition is still excessive, and I shall not be satisfied until the number of students in our senior classes is at least 85 per cent of the number in our freshman classes. Improvement in attrition will come through more selective admissions, enrichment of our educational program, and improvement of our facilities. We cannot hope to eliminate the attrition that results from sickness, unforeseen financial reverses, and marriage. But we can eliminate most of it that is due to academic failure and general lack of motivation.

Table 3 shows the distribution of our students by geographic origin. They are drawn from 36 states, Hawaii, and 8 foreign countries. Iowa, Illinois, and other states contiguous to Iowa account for about four-fifths of our students. The one-fifth who come from more distant areas add greatly to the diversity of the college community.

As shown in Table 4, an overwhelming proportion of Grinnell students come from urban areas, and many of these are from suburbia. The student body of Grinnell reflects the great population shifts of our country from rural to urban areas and from urban

TABLE 3

GRINNELL STUDENTS, CLASSIFIED BY GEOGRAPHIC ORIGIN, OCTOBER, 1956

State, Territory, or Foreign Country	Number of Students	Percentages
Iowa	290	33%
Illinois	257	29
Other states contiguous to Iowa: Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	163	19
Other Western states	46	5
Eastern states	90	10
Southern states	13	2
Hawaii	6	1
Foreign countries	11	1
Total	876*	100%

*Includes 10 unclassified students.

to suburban areas. Because Grinnell draws a majority of its students from cities in no sense implies that students from farms and small towns are not welcome here. Many of our most capable students are from the small towns and rural areas of the Midwest, and we intend to continue to encourage such students to enroll in the future.

The quality of our students is indicated by their achievements in high school. Of the freshmen admitted in 1956, 6 per cent were

TABLE 4

ORIGIN OF GRINNELL STUDENTS BY SIZE OF CITY, OCTOBER, 1956

Size of City (Metropolitan Area)	Number of Students	Percentages
Under 5,000	136	15%
5,000-10,000	84	9
10,000-100,000	163	19
100,000-1,000,000	171	20
over 1,000,000	322	37
	876*	100%

*Includes 10 unclassified students.

valedictorians or salutatorians in high school, 35 per cent were in the top tenth of their high school classes, and 70 per cent in the top quarter. About 18 per cent of them held class offices in high school; 27 per cent were members of student councils; 27 per cent participated in dramatics, debate, or oratory; 26 per cent were editors or business managers of school newspapers; 56 per cent participated in musical or artistic activities; and 36 per cent were in interscholastic

athletics. On the whole our entering freshmen are capable, talented, lively, and attractive young people.

A revealing fact about our students is that most of them come from families with considerable educational backgrounds. Of the freshmen entering in 1956, 84 per cent of their fathers and 68 per cent of their mothers attended college; and 25 per cent of their fathers and 4 per cent of their mothers had advanced graduate or professional study beyond college.

The relative quality of our upperclass students is even higher because some of the weaker students drop out during the first and second years. An encouraging evidence of the quality of our upperclass students was provided by the performance of our seniors on the Graduate Record Examinations. These examinations, which were required in 1957 of all but a handful of our seniors, are intended to measure the individual student's ability for graduate study in his major field, and to permit him to compare his achievement with that of hundreds of students from about 200 other institutions. A tenth of our seniors were in the top 1 per cent of all students taking

MAIL FROM HOME

the test throughout the country, and a fourth of our seniors were in the top 5 per cent. The *average* score achieved by all Grinnell seniors was at the 85th percentile, whereas the average score for students throughout the country was at the 50th percentile. Only a small scattering of Grinnell students had scores below the national average. In six of our departments, there were no such students.

Students who apply to medical colleges are usually required to take standardized tests of the Association of American Medical Colleges. Between 1953 and 1956, 38 Grinnell students took these tests. The results are confidential and cannot be released in detail, but it can be said that the scores of Grinnell students were significantly above the national average.

Another indication of the characteristics of Grinnell students is found in their plans for advanced study. Of the 97 men in the class of 1957, 43 plan to enter advanced study in the following fields: theology 4, law 6, medicine 5, business 4, science 9, social sciences 12, and humanities 3. Of the 56 women in the class, 16 are planning advanced study as follows: humanities 8, social sciences 6, science 1,

RELAXING AFTER A STUDY SESSION

and business 1. All together, nearly 40 per cent of our students plan to continue their education after graduation. For some, however, these plans will await completion of military service and other obligations. In the end, perhaps a third will actually realize their ambition.

Grinnell has for many years sent out a relatively large proportion of its students to advanced study. This is revealed by a widely known report on this subject issued a few years ago.[1] In this study, an effort was made to rate the many colleges and universities in this country with respect to their output of younger scholars. An index was computed for each of 562 colleges and universities measuring the number of scholars produced per 1,000 graduates during the period 1946-51. A scholar was defined as a person receiving a major graduate fellowship, scholarship, or prize, or receiving a Ph.D. or equivalent. Among the 562 colleges, Grinnell ranked 13th in output of male scholars[2] and 5th in output of female scholars.[3]

The top institutions were as follows:

Men	Women
1. Swarthmore	1. Bryn Mawr
2. Reed	2. Nazareth
3. Chicago	3. Swarthmore
4. Oberlin	4. Reed
5. Haverford	5. Grinnell
6. California Institute of Technology	6. Kalamazoo
7. Carleton	7. Barnard
8. Princeton	8. Radcliffe
9. Antioch	9. Aquinas
10. Harvard	10. Vassar
11. Yale	11. Cornell University
12. Queens	12. Pennsylvania
13. Grinnell	13. Monmouth

1. R. H. Knapp & J. J. Greenbaum, **The Younger American Scholar: His Collegiate Origins**, University of Chicago Press, Chicago, 1953.

2. Knapp and Greenbaum, p. 16.

3. Ibid., pp. 70-73.

ADMISSIONS POLICY

During the past year there was a sharp increase in the demand for a Grinnell education. This increase took the form partly of a reduction in the number of students dropping out before graduation and partly of an increase in the number of applications received from prospective new students.

Nearly three students applied for each space available in the College in 1957-58. The recent increase in applications occurred at a time when the number of 18-year-olds in the country as a whole was not increasing significantly. We can expect still greater pressure later on when the millions of babies born in the 1940's and 1950's reach college age.

These changes in demand confront us with new problems in the selection and admission of students. We shall be in a position to be even more selective than in the past. Because of this, we shall have thrust upon us greater responsibility for selecting students wisely. The trustees are concerned about the problem and have asked that the faculty and I study the matter and that the Grinnell Advisory Council be consulted.

Since 1950, when we have not been pressed by heavy demands for admission, we have vigorously recruited our students in keen competition with other colleges. We have tried to find students with the academic potential to succeed at Grinnell and with the requisite personal qualities of character, leadership, and talent. While we have not been able to be as selective as we would have liked, our efforts have by no means been unsuccessful. Our success has been attested by the generally high quality and performance of our students. In the past two years, we have gradually but significantly tightened admissions standards, with the result that student attrition is on the decline and the quality and morale of our student body are perhaps as high as they have ever been.

The procedure for selecting students normally includes: (1) a preliminary application or expression of interest from each prospective student, (2) personal interview with one of our staff admissions counselors, (3) letters of recommendation from the high school principal, the family minister, and others, (4) a medical report, (5) aptitude tests of the College Entrance Examination Board, (6) recommendation by the director of admissions, and (7) approval of the faculty committee on admissions. In 1956-57 we *recommended* that students also take the achievement tests of the College Entrance Examination Board, and in 1957-58 we expect to *require* these tests. These tests measure the achievement of students in mathematics, English, foreign languages, and other

academic fields, and are useful in the placement of students in college courses.

With the great increase in demand we are now facing, we shall be forced to be more selective in our admissions. *Which* students to accept will become steadily a more urgent question. Accordingly, we are subjecting our admissions policy to careful review. In doing so, we are consulting widely so that the resulting policy will have a broad base of understanding and support among faculty, students, parents, alumni, and friends of the College.

The principal questions to be considered are these:

1. What should be the total enrollment of the College? The Trustees voted at their meeting of June 10, 1957, to authorize planning to proceed on the assumption that enrollment will rise to 1,100 or 1,150 over the next few years. However, no irrevocable commitments based on this projected figure have yet been made.

2. What should be the ratio of men to women in the Grinnell student body?

3. How should our students be distributed by geographic origin?

4. What personal qualities should we seek in the students to be admitted to Grinnell? More specifically, what relative weight should be given to scholarly ability as demonstrated by high school grades and test scores and what relative weight to leadership, drive, perseverance, social poise, artistic talent, and athletic ability? And what policy should we adopt regarding applicants with physical defects such as blindness, serious deformity, epilepsy, or diabetes, and with mental or emotional disorders?

5. Should preference be given to sons, daughters, and other relatives of alumni and to younger brothers and sisters of our students?

While I should not wish to pre-judge the issues in detail, I feel certain that the faculty, trustees, administration, alumni, and friends of the College will all agree that Grinnell should continue its selective admissions policy, and should continue to assign a heavy (but not exclusive) weight to scholastic potential in the selection of its students.

TUITION AND STUDENT AID

One of the worries of all college administrators is that the high cost of attending college will restrict educational opportunities to children of upper-income families. Grinnell, along with most other colleges and universities (including state institutions), has repeatedly raised its tuition. The tuition is now $700 per year, and the total charge for board, room, tuition, and fees is $1,550. This charge is unusually comprehensive and "extras" are at a minimum. The total cost of attending Grinnell, including "extras," is less than that at many other institutions quoting lower charges. This is accounted for by the absence of fraternities and sororities, by the fact that virtually all social and recreational activities are included in the fee, by the prohibition of student automobiles except for seniors, by the simplicity of the clothing worn by Grinnell students. Many parents tell us that the total cost of sending their children to Grinnell, including "extras," is less than the costs they have incurred in sending their other children to state universities.

Present tuition, however, is not sufficient to meet our costs, including needed salary increases for faculty. I expect to recommend a tuition increase of at least $100 effective in 1958-59. And further tuition increases will probably be necessary in subsequent years. Higher education cannot escape the effects of nation-wide inflation and generally rising wages and salaries.

When tuition is increased, however, I shall recommend also that scholarships be increased so that a Grinnell education will not become progressively less attainable for the children of low-income families. During 1956-57, about $173,000 was disbursed in scholarships or grants-in-aid; 385 students, or 44 per cent of the entire student body, received scholarship aid. Moreover, 406 students earned part of their fees by work on the campus. All together, $57,000 was paid to these 406 students for labor performed on the campus. This does not count the earnings of students for work off the campus.

Grinnell is in no sense a "rich man's college." The old tradition of "working your way through" still persists, and work commands universal respect among the students. For example, of the 18 students elected to highest student offices in the spring of 1957, all but one were receiving scholarships or grants-in-aid, and every one was employed on the campus as a waiter, secretary, switchboard operator, painter, or other assistant.

THE FACULTY

The faculty in residence in 1956-57 included all together 89 persons. Some of these, however, were employed part-time or engaged part-time in administration. The number of teaching faculty members, in full-time equivalents, was 76½. The ratio of faculty to students was 1 faculty person for each 9.7 students, or (in full-time equivalents) 1 faculty member for each 11.3 students.

Grinnell has a mature faculty, but not an old one. The distribution by age and by rank is shown in Table 5. There are no graduate

TABLE 5

FACULTY MEMBERS CLASSIFIED BY AGE AND RANK, 1956-57

Age	Professors	Associate Professors	Assistant Professors	Instructors	Part-Time Assistants	Total	Per Cent
under 30	.....	.....	2	4	.....	6	7%
30-34	.....	2	7	5	1	15	17
35-39	2	9	6	3	.....	20	23
40-44	5	8	2	1	1	17	18
45-49	6	2	1	.....	.....	9	10
50-59	8	2	1	1	1	13	15
60 and over	3	2	.....	1	3*	9	10
Total	24	25	19	15	6	89	100%
Per Cent	27%	28%	21%	17%	7%	100%	

*Retired professors teaching part-time.

assistants and few beginners on the faculty. Virtually every faculty member is an experienced teacher. Senior members of the faculty assume their full share of laboratory supervision and instruction of elementary courses. There are no teachers so absorbed in outside consulting or graduate teaching that they neglect their undergraduate courses. Yet the faculty is engaged in productive scholarship and is very active professionally.

The typical faculty teaching load is three or four classes, or 10 to 13 semester hours.

The distribution of faculty by departments is shown in Table 6. There were eight departments with fewer than three full-time members. In general, I regard this as a weakness. A department which is to provide a variety of courses and to offer a major should contain at least three faculty members. This is the minimal number necessary to give adequate coverage of subject matter, to permit desirable specialization and interaction among faculty members, and to present varied points of view to students. We have engaged additional staff members for 1957-58 in the following departments: Biology,

Economics and Business, Spanish, Philosophy and Religion, Political Science, Psychology, and Sociology. As a result, only four departments will still have fewer than three full-time faculty members. With further increases in enrollments in later years, we shall be able to augment the staff still further.

TABLE 6

FACULTY CLASSIFIED BY DEPARTMENTS, 1956-57

Department	Number of Faculty Members	Number of Teaching Faculty (Full-Time Equivalents)
Air Science	4	4
Art	2	2
Biology	5	5
Chemistry	3	3
Classical Languages	2	1
Economics and Business	6	3
Education	2	2
English	11	9¼
History	6	3½
Mathematics	3	3
Modern Foreign Languages		
French	3½	3½
German	2	2
Spanish	4	3¼
Music	6½	6½
Philosophy and Religion	4	2¾
Physical Education		
Men	5	5
Women	4	4
Physics	3	3
Political Science	2	2
Psychology	5	2¾
Sociology	2	2
Speech	4	4
Total	89	76½

The above quantitative facts about the faculty are significant, but it is the *quality* of a faculty that is decisive for education. I am happy to report that, in my considered opinion, Grinnell has a distinguished faculty. It is difficult to cite data or facts to support this opinion. But two years of careful observation leave no doubt in my mind. These men and women are well educated and abreast of their fields; they are dedicated to the liberal arts idea; they are loyal to Grinnell; they work hard both in teaching and in scholarly activities; and they command the respect and loyalty of their students. They produce a continuous and highly creditable output of

scholarly work, many of them are recognized in their professional associations, and they receive numerous honors, awards, and fellowships. These generalizations are documented in Table 7.

TABLE 7

FACTS CONCERNING MEMBERS OF THE FACULTY IN RESIDENCE IN 1956-57

	Number	Per Cent
Faculty members holding the Ph.D. or its equivalent	51	57%
Faculty members who have studied abroad	29	33
Faculty members who have received Ford, Rockefeller, Guggenheim, National Science Foundation, Fulbright, and other awards for advanced study	17	19
Faculty members who have published books	26	29
Faculty members listed in "Who's Who" and other biographical dictionaries	38	43
Faculty members who have held commissions in the armed forces	18	20
Faculty members who belong to Phi Beta Kappa	32	36

The institutions at which faculty members earned their advanced degrees are also of interest. The data are shown in Table 8.

The salaries of faculty members are, as in all institutions, lower than they should be. The salary scale for 1956-57 is presented in

TABLE 8

INSTITUTIONS FROM WHICH FACULTY MEMBERS RECEIVED HIGHEST DEGREE

Institution	Number	Institution	Number
Iowa	12	Cornell	2
Columbia	10	Florida	2
Harvard	5	Johns Hopkins	2
Yale	5	Louisiana	2
Rochester	4	Michigan	2
Chicago	3	Northwestern	2
Kansas	3	Purdue	2
Minnesota	3	Foreign Universities	5
Nebraska	3	Others (one each)	19
Wisconsin	3	Total	89

Table 9. Faculty salaries constitute a grave national problem from which Grinnell is not exempt. Our salaries have been rising steadily and have been competitive with those of the best institutions of our area, as indicated by the fact that we received one of the coveted accomplishment grants of the Ford Foundation indicating "leadership

TABLE 9

Faculty salaries, 1956-57 and 1957-58

	1956-57	1957-58
Professors		
Minimum	$6,250	$5,700
Median	7,000	7,200
Mean	6,931	7,194
Maximum	7,400	8,000
Associate professors		
Minimum	$4,900	$5,300
Median	5,700	6,200
Mean	5,588	6,112
Maximum	6,250	7,000
Assistant professors		
Minimum	$4,600	$4,700
Median	5,000	5,400
Mean	5,050	5,471
Maximum	5,600	6,300
Instructors		
Minimum	$4,000	$4,200
Median	4,400	4,600
Mean	4,438	4,570
Maximum	4,900	5,000

. . . . in improving the status and compensation of their teachers." Nevertheless, no one connected with Grinnell was satisfied with the 1956-57 scale of faculty salaries. The trustees therefore voted an increase in faculty salaries, averaging about 8 per cent, to be effective in 1957-58 (see Table 9). It is to be hoped and expected that further subsequent increases will be possible. Otherwise, a faculty of the quality we now have cannot be maintained.

MANAGEMENT OF THE COLLEGE

The governing Board of Trustees is an independent body consisting of 24 members who serve six-year terms and are eligible for re-election for an indefinite number of terms. The board also includes one emeritus trustee. Three of the active members are elected by the Alumni Association, and the others are selected by the Board itself. The Board meets regularly three times a year. An executive committee consisting of nine members convenes more frequently and is empowered to act for the Board.

The Board includes 4 lawyers, 2 clergymen, 1 physician, 2 housewives, 2 publishers, 3 bankers, 2 business consultants, and 8 business executives. Eighteen members are alumni of the College. Eleven members are located in Iowa and the others are widely dispersed throughout the country.

The financial policy of the College and the management of its investments are closely supervised by a finance committee consisting of six members of the Board. The Board also has committees on instruction, buildings and grounds, and nomination of trustees. The accounts of the College are audited annually by Arthur Andersen and Company, certified public accountants.

The roster of the Board is as follows:

L. G. Chrysler, Sr., Retired Banker and Agriculturist, Chico, California

Donald H. Clark, '18, Publisher, *Midwest Banker* and other trade journals, St. Louis, Missouri

The Rev. Judson E. Fiebiger, Superintendent of the Congregational Christian Conference of Iowa, Grinnell, Iowa

Edwin L. Fox, '39, President, Foxbilt Feeds, Inc., Des Moines, Iowa

John R. Heath, '19, Attorney, Pritchard, Heath, Montgomery & Pennington, Chicago, Illinois

Maxwell H. Herriott, '20, Attorney, Quarles, Herriott & Clemons, Milwaukee, Wisconsin

Edwin S. Hewitt, '29, Edwin Shields Hewitt and Associates, Business Counselors, Libertyville, Illinois

Donald P. Jones, '30, Controller and Director, Sun Oil Company, Philadelphia, Pennsylvania

Robert S. Kinsey, President, Poweshiek County National Bank, Grinnell, Iowa

Stewart R. Kirkpatrick, '15, Partner, Kirkpatrick and Pettis, Investment Bankers, Omaha, Nebraska

Mrs. Konstantin Kronwall, '20, Winnetka, Illinois

David Kruidenier, Jr., Vice-President, Register & Tribune Co., Des Moines, Iowa

Angus C. McDonald, '21, Physician, Huntington Park, California

Fred Maytag II, President, The Maytag Company, Newton, Iowa

Gerard S. Nollen, '02, *Trustee Emeritus for life,* Bankers Life Company, Des Moines, Iowa

John W. Norris, '25, President, Lennox Industries Inc., Marshalltown, Iowa

Mrs. Leon Richards, '22, Waco, Texas

Fred M. Roberts, '99, Attorney, Weter, Roberts and Shefelman, Seattle, Washington

Joseph F. Rosenfield, '25, Chairman of the Board, Younkers, Des Moines, Iowa

The Rt. Rev. Gordon V. Smith, Bishop of the Episcopal Diocese of Iowa, Des Moines, Iowa

Lowell J. Walker, '31, President, Waterloo Savings Bank, Waterloo, Iowa

Rudolph W. Weitz, '21, President, The Weitz Company, Inc., Construction, Des Moines, Iowa

Murray D. Welch, '16, Attorney, New York

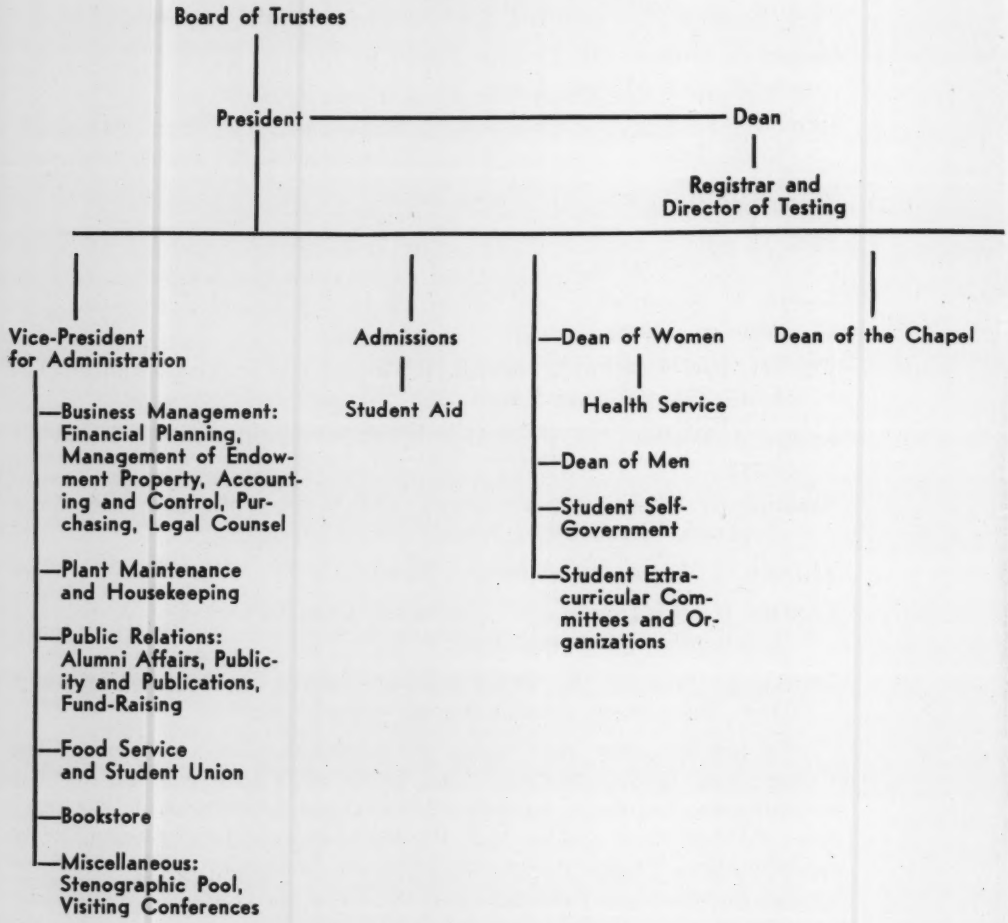
Charles H. Whitmore, '35, President, Iowa-Illinois Gas & Electric Company, Davenport, Iowa

Donald L. Wilson, '25, Vice-President, Lionel D. Edie & Company, Inc., Investment Counselors, New York City

During the past two years, the administrative structure of the College has been modified. The office of Vice-President for Administration has been created. This officer is responsible for business management, public and alumni relations, fund-raising, plant maintenance, housekeeping, food service, book store, etc. This arrangement frees the President and the Dean for academic leadership, long-range educational planning, and budgeting; and it permits the President to play his part in fund-raising and public relations with reasonable freedom from involvement in daily administrative routine.

Our goal is to achieve a vigorous, efficient, and smooth-working organization that can handle its business accurately, courteously, and promptly. We aspire to administrative efficiency equal to that of a well-run business. I sincerely believe that substantial progress has been made toward attainment of this goal.

TABLE 10
Grinnell College Organization Chart



Library

The Faculty

Academic Divisions and Departments

- Language and Literature:
  - Classical Languages
  - Modern Foreign Languages
  - English
- Social Studies:
  - Air Science
  - Economics and Business
  - Education
  - History
  - Philosophy and Religion
  - Political Science
  - Psychology
  - Sociology
- Natural Sciences:
  - Biology
  - Chemistry
  - Mathematics
  - Physics
- Fine Arts:
  - Art
  - Music
  - Speech
- Physical Education:
  - Men's Physical Education
  - Women's Physical Education

Faculty Committees

- Executive Council: Appointments, Promotions, Budgets, Courses, Curricula, General College Policy
- Academic Standing
- Admissions
- Commencement and Homecoming
- Courtesy
- Faculty Organization
- Intercollegiate Athletics
- International Relations Program
- Library, Honors, and Awards
- Public Events
- Social Calendar
- Student Aid
- Student Organizations
- Student Publications

The administration of the College is handicapped by our salaries, which, like our faculty salaries, are lower than those for comparable positions in private industry. To maintain our staff, we depend upon their loyalty to the College and their preference for working and living in a college environment and a small community. Salary increases recently authorized by the trustees will improve the salary scale, but further subsequent increases will be needed.

Academic administration and policy are the joint responsibilities of the faculty and the President. The Dean serves as an Associate of the President on academic administration. The relations between the President and the faculty on matters of administration and policy are complex and subtle. They cannot easily be described and are seldom clearly understood by persons outside the academic world. In general, the President and Dean are responsible for staff appointments, promotions and salaries, departmental budgets, and student affairs. They also exercise general leadership on institutional policy and programs. On all of these matters, however, the faculty is consulted.

The faculty has special responsibility and initiative on policy regarding courses and curricula, admissions, student aid, academic standing of students, and intercollegiate athletics. The faculty carries out its responsibilities through its departments, divisions, and committees and through meetings of the whole faculty. The latter are analogous to meetings of a legislative body.

All actions of the faculty and of the President are subject to the final approval of the Board of Trustees.

A simplified organization chart of the College is presented in Table 10.

COURSES AND CURRICULA

The courses offered at Grinnell are those appropriate to a liberal arts college. They include primarily courses in the natural sciences, languages and literature, fine arts, and social studies. And these courses are consistently presented in the spirit of liberal learning and not of vocational training. Even the few vocational courses offered, mainly in teacher education, are presented so far as possible from the liberal arts viewpoint.

The course offerings in each area are confined to fundamentals. Each department is consistently encouraged to avoid unnecessary proliferation of specialized courses, and to consolidate its offerings into an orderly sequence of the essential content. By so limiting our offerings, areas of ephemeral interest or of narrow concern are eliminated and attention is concentrated on the fundamental and the enduring.

All students are asked to take (or demonstrate competence in):

1. A one-semester course in
   (a) Modern European History
   (b) English Composition
   (c) Speech
   (d) Religion
   (e) Fine Arts
2. Four semester courses in a foreign language
3. Three courses in science, of which two must be in a laboratory science
4. Four semesters of physical education

Students are also required to complete a major including at least 30 semester hours (roughly the equivalent of one year's work) in a field of concentration. Beyond these requirements, the student is free to choose whatever courses he wishes, subject to two additional requirements:

1. That his work be distributed among the several main branches of knowledge so that he will achieve a broad education and will test his abilities in several different fields, and
2. That his program meet with the approval of a faculty adviser whose duty it is to guide the student toward a coherent program fitted to his particular needs and objectives.

Several important changes in the courses and curricula of the College have been adopted in the past two years. Health education has been dropped as a requirement for all students and has become an elective course. Air Science (Air Force ROTC), formerly required of all men during the freshman and sophomore years, has be-

come a voluntary elective. The combined courses in English and speech, styled "communication," which were formerly required of all students, have been dropped. Instead, students are required to take one course each in English and speech (or demonstrate competence in these fields).

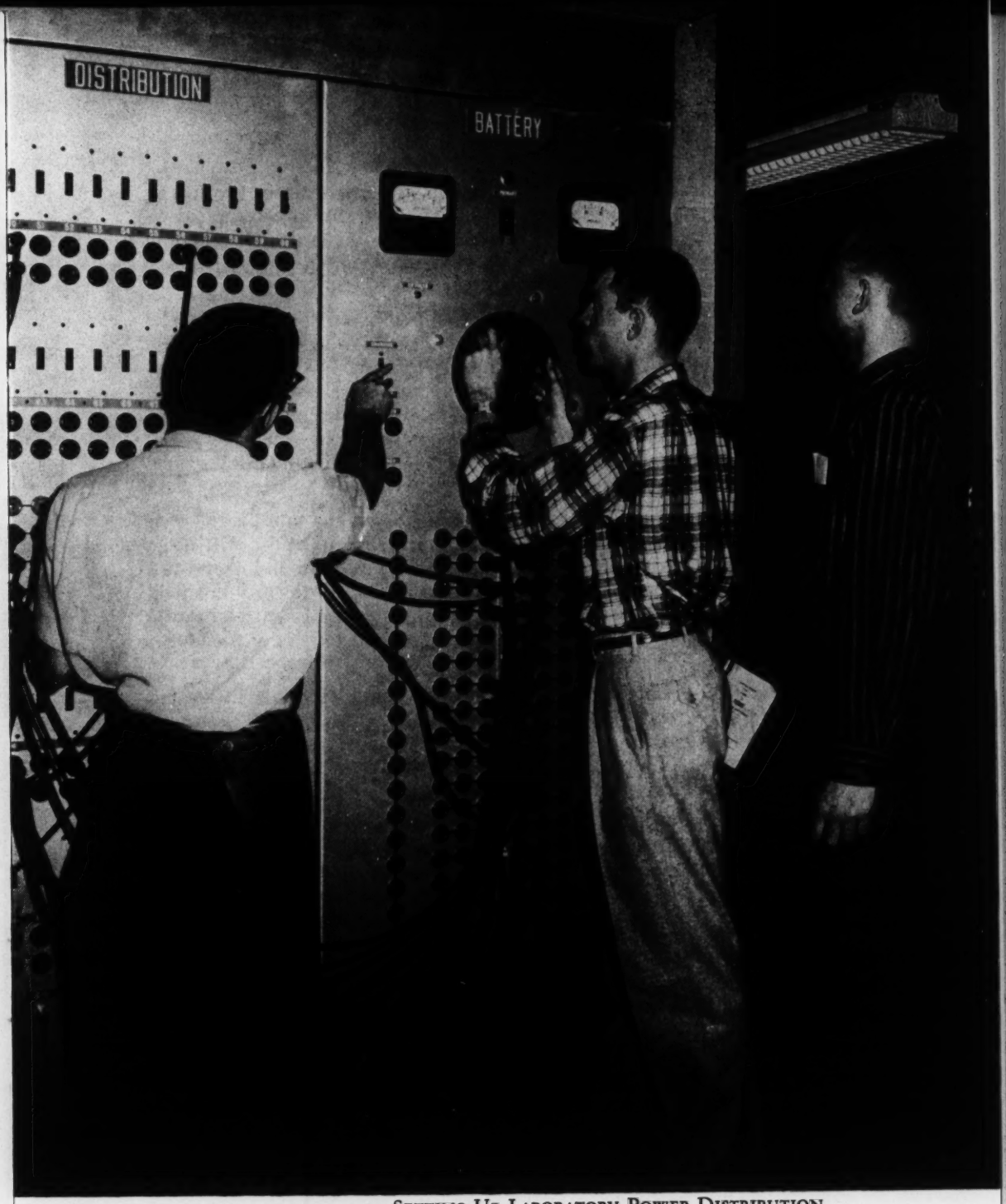
New curricula have been instituted in political economy, American studies, and engineering physics. The curriculum in political economy permits students to draw upon courses in economics and political science to fulfill the requirements of their major, and includes a new senior seminar in special topics relating to current economic trends. The curriculum in American studies draws primarily on courses in American literature and history, and includes a seminar on the development of American culture.

The curriculum in engineering physics represents an effort to provide a program suitable for students who intend to study engineering after completing their work at Grinnell. For several years, the College has had an engineering relationship with Columbia University and Rensselaer Polytechnic Institute. Under this arrangement our students would complete three years of work in basic science, mathematics, and general liberal arts at Grinnell, then proceed to two years of engineering studies at Columbia or Rensselaer, and emerge with two degrees, a B.A. from Grinnell and a B.S. from the engineering college. We have recently completed similar arrangements with California Institute of Technology and the State University of Iowa. Massachusetts Institute of Technology has also indicated that it will welcome suitable candidates from Grinnell. Prospective engineering students may also complete four years at Grinnell and two years at an engineering college, after which they may receive an M.S. in engineering.

Because of our splendid faculty and facilities in science, Grinnell is ideally suited to work in pre-engineering and an increasing number of students are entering this area. In the class of 1960, 35 students expressed the intention of becoming engineers. Grinnell does not, however, offer professional courses in engineering. We are prepared only to offer prospective engineers a liberal education on which to base their subsequent professional training. Our objective in this program is to produce engineers who will be well-educated men as well as competent technicians.

Plans have been completed for reorganization and expansion of our program in economics. The department has been handicapped by a severe shortage of personnel resulting from retirement, death, and leaves of absence. The department is fully staffed this year and the program greatly enriched.

The course offerings in economics have been carefully reorganized to achieve consolidation of content and orderly sequence.



SETTING UP LABORATORY POWER DISTRIBUTION

Two grants from the Ford Foundation will assist us in improving our work in elementary economics. These grants are intended to support nation-wide studies by Grinnell economists on the teaching of elementary economics. Through them, Grinnell will become a center for inquiry into this important branch of education.

Perhaps the most notable innovation, supported by another Ford grant, is the revision of our courses in business, and of our approach to education for careers in business. Previously we had offered several business courses of a type given in undergraduate schools of business. We now plan to revise these offerings to include two semesters of accounting, and one course each in the structure of the American economy, the capital market, decision-making in organizations, and the modern business enterprise.

These courses will be presented strictly from the point of view of liberal rather than professional education. Their purpose will be to help students understand the world of business and industry—not to train them for specific jobs. Students headed toward business careers will not necessarily major in economics. They may quite appropriately major in science, mathematics, psychology, sociology, history, political science, philosophy, or the humanities.

A faculty adviser will be provided to assist students interested in business careers to work out relevant and coherent programs which will help them become well-educated business leaders rather than business technicians. We look to graduate schools of business, or to the school of practical experience, to give students training for specific business jobs.

The business leaders of the future must be well-educated men equipped to understand human relations, government, and economic and social trends. They must appreciate the significance of their work and be conscious of their social responsibilities. To educate such men is a job for liberal arts colleges like Grinnell.

INSTRUCTIONAL METHODS

Instruction at Grinnell is relatively personal. Freshman English is taught in groups of about 20, and foreign languages in groups of about 18. Classes in the elementary sciences average about 33 students, but the laboratories are typically taught in groups of 25. Classes in advanced courses are usually smaller than those in elementary courses.

The distribution of all classes by number of students is shown in Table 11. As indicated, there are few classes with more than 40 students, and the overwhelming majority of classes have enrollments of 30 or less. The average class size is 21 students. About two-thirds of all student enrollments are in classes with fewer than 30 students, and only 13 per cent of all student enrollments are in classes of more than 40 students.

TABLE 11

CLASS SIZE: NUMBER OF CLASSES AND NUMBER OF STUDENTS ENROLLED, BY SIZE OF CLASS, FIRST AND SECOND SEMESTERS, 1956-57*

Class Size	Number of Classes	Per Cent	Approximate Number of Students Enrolled	Per Cent
1-10 students	58	17%	348	5%
11-20 students	139	39	2,224	30
21-30 students	93	26	2,418	32
31-40 students	43	12	1,548	20
41-50 students	14	4	644	8
51 and over students	7	2	392	5
Total	354	100%	7,574	100%

*Excludes private music lessons, physical education activity classes, and laboratory work given jointly to several classes at once.

Classroom methods vary widely according to the requirements of subjects and the preferences of instructors. Emphasis is upon classroom discussion based on wide reading. When practicable, the reading is from original sources rather than textbooks. However, as a student progresses through his four years, he is subjected to a variety of experiences, including discussion, lecture, and quiz in the classroom; field trips and laboratory exercises; daily preparation consisting of reading, working problems, and writing papers; more sustained work in the form of term papers and research projects; examinations of both the essay and objective type, including a senior comprehensive examination on the major field.

There is no one best method of instruction suited to all subjects, all teachers, and all students. A well-balanced variety of experiences under instructors of diverse interests and approaches is probably the

best way to insure that each student will achieve a good education. Grinnell provides this variety.

In my judgment, several improvements in our instructional methods would be feasible. These improvements are all interrelated and would have the desirable effect of lightening the teaching loads of the faculty as well as enriching the education of our students.

First, we might increase our use of formal lectures. Few educators are in favor of using the lecture as the principal method of instruction; indeed, the lecture has rather gone out of style and is generally frowned upon. I am thinking rather of occasional carefully prepared lectures at which all the students in a course, or even several courses, would be gathered together in one room in lieu of regular class meetings. Such lectures would have the purpose of stimulating interest, tying together loose ends, relating the subject to the larger field of knowledge. The lectures might be given by regular instructors, other members of the faculty, or visitors from beyond the campus. The lectures might often be attended by students not enrolled in the courses concerned and by faculty members. The only technical requirement would be that certain periods be set aside during the week when all students would be free to attend and that the lectures for each course be scheduled in advance to avoid conflicts.

Second, our courses might require broader reading and less dependence on textbooks than is now the case. Textbooks have their place, and I do not mean to offer a sweeping condemnation of them. But in many areas, students should be encouraged to become acquainted with the sources of ideas and should be directly exposed to the great minds rather than to pale synthesizers of ideas. The textbook frequently lacks the eloquence, the inspiration, and the depth to be found in original sources. It is a more challenging and rewarding experience to read and master Plato or Adam Smith or T. S. Eliot or Gregor Mendel than to read about them in textbooks. The inadequacy of our present library facilities is a serious barrier to the kind of enrichment I am advocating. With the construction of the new library, and the improvement of the collection, broader reading will follow almost spontaneously.

Third, our students would be able to do better work and to lead less frenetic lives if they were enrolled in fewer courses than they now take. Typically our students take five courses at a time. This number permits them to have diverse programs and to sample many fields, but it also divides their attention and induces superficiality. I should prefer that our courses be deeper and more thorough and that students take only three or four at a time.

Fourth, our academic program should require more independent study than it now contains. One of our major objectives should be

to help our students to learn by themselves rather than to require the detailed guidance of an instructor at every stage. There should be more independent reading, and more creative activity such as writing, research, studio work, problems, field studies, etc. And correspondingly, there should be less time spent in the classroom.

During 1956-57 we have taken some initial steps toward reducing the number of courses taken by students and increasing the amount of independent study. With the aid of a grant from the Fund for the Advancement of Education, we have experimented with increasing the credit of certain courses from three to four hours without increasing the number of class meetings, the additional credit hour being earned through independent study related to the course.

The experiment has included 44 courses in nine departments. The experiment has demonstrated that the plan is not a panacea but it is sufficiently promising that the faculty has voted that departments may in future regularly offer junior and senior courses with credit for independent study in lieu of class meetings. We expect that the number of such courses will grow. The Fund for the Advancement of Education has renewed our grant for 1957-58.

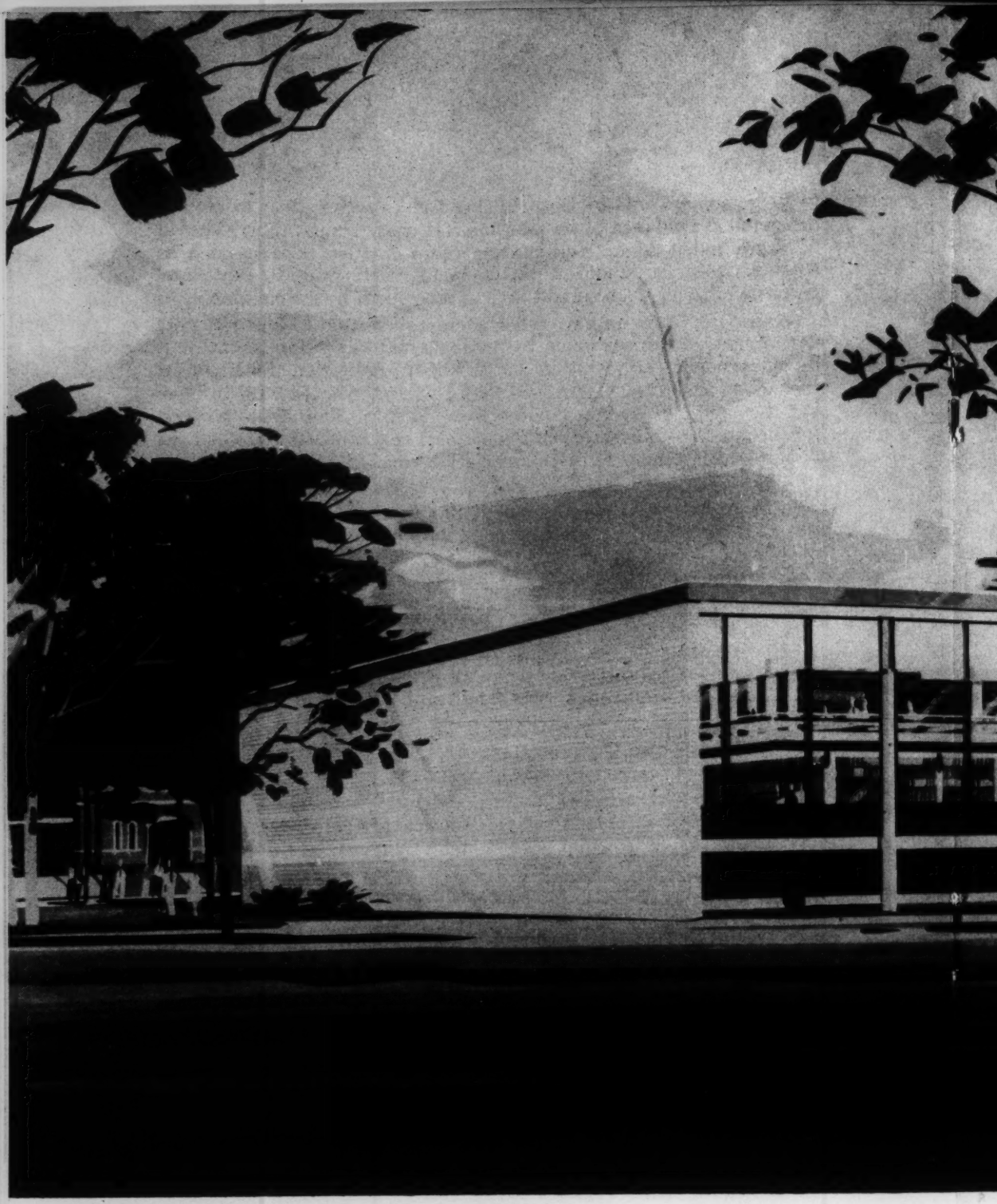
One measure of the success of our experiment in independent study is provided by figures on the use of our library shown in Table 12. These data indicate a very significant increase in the use of the library and its books. The librarian reports that this is attributable largely to the expansion of independent study.

TABLE 12

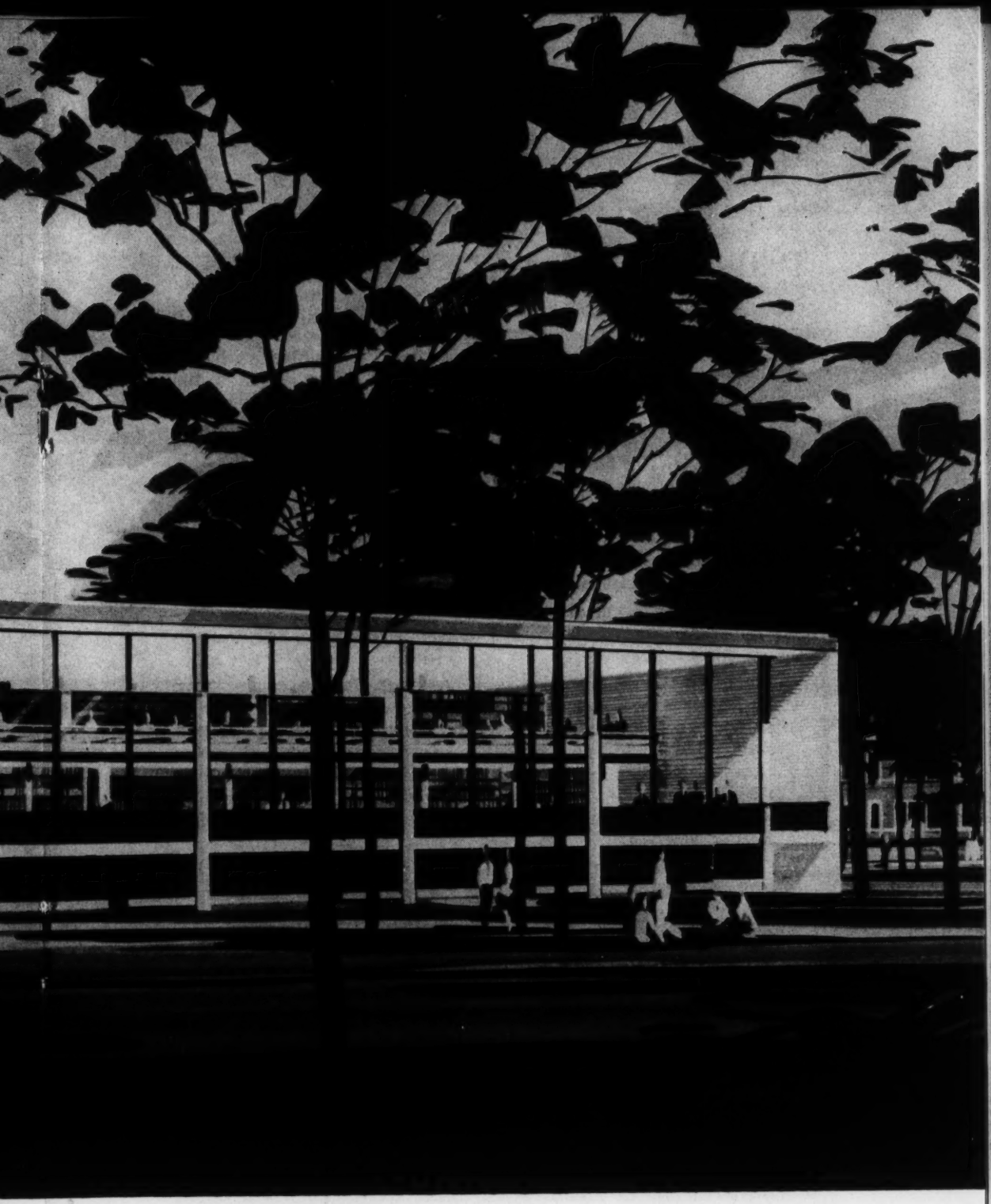
USE OF THE GRINNELL LIBRARY, 1955-56 AND 1956-57

	1955-56	1956-57	Percentage Increase, 1956-57 over 1955-56
Attendance	61,863	71,919	16%
Number of reserve books circulated	16,938	20,022	18
Number of stack books circulated to students	13,865	18,453	33

So far our experiments on independent study have been confined to juniors and seniors. This year we expect to adapt the plan to freshmen, and in so doing to increase the challenge of our freshman year for gifted students. The plan is in two parts. First, any freshman, with the approval of his instructor, may carry on independent study in connection with any course he is taking. If he earns an "A" or "B" in the course and completes a satisfactory amount of independent study, he will receive his grade "with distinction." Second, during the second semester, the 50 most able freshmen will be invited to join an "honor group" which will meet regularly for discussion of intellectual and artistic subjects. If successful, this program may be extended into the sophomore year.



Architects' Conception of Proposed New Library



THE EDUCATIONAL PROGRAM IN THE LIGHT OF NATIONAL TRENDS

The last 25 years have been a period of great activity in educational planning and experimentation in liberal arts colleges. This has been stimulated in part by the problems associated with the Great Depression, World War II, the post-war influx of G.I.'s, the new international responsibilities of the United States, the apparent shortage of scientists and other technical personnel. More recently, further planning and innovation have been stimulated by concern for accommodating in our colleges the coming horde of young people who will be seeking higher education. This intense activity has also been stimulated by grants from the foundations, which have strongly encouraged experimentation, and by the simple desire of educators to find ways of doing a better job. Educators, like businessmen, are constantly trying to improve their product.

From this effort certain fairly distinct trends are emerging—trends that may foretell the future pattern of liberal arts education in this country.

1. There has been an observable reaction to the old elective system and a tendency to search for a certain basic core of subject matter that should be common to all educated persons. This point of view has led to required "general education" courses, to courses based on the "great books," to comprehensive senior examinations over the liberal arts generally, and to the requirement of more specific courses and the limitation of electives.
2. Along the same line, there has been a tendency to insist that a major consist of a "core" group of required courses taken in an orderly sequence, rather than a miscellaneous collection of courses taken more or less at the whim of the student.
3. Another tendency is to attempt to tie together the major work into a meaningful and usable whole, and to relate the major to the other areas of knowledge. These efforts often lead to the senior "seminar," and to the senior comprehensive examination in the major field.
4. Increasing emphasis is given to independent creative effort on the part of students as distinct from courses consisting exclusively of lecture, textbook, and examination. This trend takes the form of honors programs, increasing opportunities for independent study, more rigid requirement of laboratories, increased use of problems and cases, requirement of a senior thesis, greater emphasis on discussion, use of preceptors or tutors.

5. The lines separating disciplines are becoming less rigid, and interdepartmental courses and curricula are becoming more common.

6. As a reaction to the over-emphasis on science and social science, there is a clear tendency toward the requirement of more courses in the fine arts, philosophy, religion, and literature, and greater emphasis on "values."

7. As a result of the international problems of our time and our responsibilities relating thereto, many educators believe that the offerings are parochial in the sense that they are concerned almost exclusively with western civilization. The result has been a tendency to introduce courses and curricula relating to the history and culture of non-Western areas, such as Africa, the Far East, and the Middle East.

8. In an effort to challenge and encourage gifted students, a variety of devices have been adopted, among them early admissions, advanced placement, special advanced sections of courses, qualifying examinations in lieu of courses, and honors programs.

9. To relate college experience to life and to practical affairs and to enhance the maturity of students while in college, various work-study plans, Washington semesters, junior years in Europe, etc., have been devised.

10. To link the intellectual life of the student to his daily living, residential "colleges" or "houses" have been established in which faculty members and graduate students are associated with undergraduates. Along this line, educators are increasingly questioning the usefulness of fraternities and sororities.

11. To prepare for the coming shortage of teachers, many experiments are conducted on the use of closed-circuit TV, visual aids, large classes, greater use of the lecture method, independent study away from the campus, etc.

No one college has adopted all of these schemes. Harvard, Chicago, and Columbia have well-known "general education" programs; Brown and Lawrence are experimenting with lower-division courses based on reading of great books; St. Johns College emphasizes the "great books" program throughout; Scripps College offers a four-year "humanities" course; Swarthmore has its "honors" plan; Bennington and Antioch have work-study plans; the four private colleges of Minneapolis-St. Paul offer a joint area-study program; Harvard and Yale have their residential "houses" and "colleges" respectively.

Grinnell has been relatively conservative regarding these innovations. Most of them have been considered more than once. But the faculty has chosen to follow fairly traditional lines in its educational practice. They have reasoned, perhaps wisely, that the quality of any educational program will be about equal to the quality of the faculty that is to implement the program, and that curricular innovations are of secondary importance. Grinnell is not the type of institution that will go all-out for the latest fad or for a single panacea.

Nevertheless some of these innovations have been adopted at Grinnell, among them increasing emphasis upon independent study, senior comprehensive examination over the major, several interdepartmental curricula, admission of gifted students prior to graduation from high school, advanced placement of students having had high school work of college calibre, an honors program, the Washington semester. Some tentative experimentation has been conducted on the "junior year abroad."

In the future, I believe that we should consider others, among them, increased requirements in the humanities applicable to all students, or perhaps a general education course or courses in the humanities, greater care to require an orderly sequence of core courses for the major, including a senior integrating course in each major, greater attention to non-Western cultures, greater emphasis on honors work, and greater use of our unique residence halls as an instrument of education through encouraging students to bring art, music, books, and discussion into their daily lives.

EDUCATION OUTSIDE THE CLASSROOM

Grinnell offers abundant opportunities for participation of students in the life of the college community. Thus uniquely rich opportunities are provided for young people to develop leadership, experience in human relations, moral and religious values, and community responsibility. Because of the varied social and recreational activities, it also offers them a chance for four enjoyable years.

The unusual community life of Grinnell is due partly to the fact that, in a small town with few student cars, off-campus distractions are at a minimum. Students find their recreation and social life on the campus. At the same time, the student body is welded together by the fact that all reside on the campus under essentially identical living conditions. There are no fraternities and sororities and no rooming houses. All students are part of one community and are there on equal terms. Moreover, the College is of a size that permits students to form wide acquaintances and to achieve a sense of belonging. Also, students are largely responsible, with a minimum of supervision, for their own social and extracurricular life and for their own government. The presence of something like the "right" ratio of men to women doubtless also helps.

The social environment of Grinnell is unusually favorable to the development of leadership and character. The traditions of the College emphasize earnestness of purpose, concern for moral and spiritual values, respect for individuals, and democracy in daily living. These attributes are achieved naturally, without stuffy self-righteousness and without the repression of youthful zest or of the spirit of fun.

During the past two years, an effort has been made to remove unnecessary or outworn social regulations, to encourage students to become actively interested in the life of the College, and to increase their responsibility for student government. Students have been informed about college policies and have been invited to participate as citizens in the formulation of college policies and plans. Administrative officers have consulted with them and have given respectful attention to their opinions and advice. Students have responded to the challenge and now have an important place in the operation of the College. This participation—expressed through their constituted organizations and through informal discussion—has proved to be a worthwhile educational experience for them.

Students are free, so long as they meet satisfactory academic

standards, to enter whatever extracurricular and social activities they choose, and they are free to organize new activities. As a result of this laissez-faire policy, the campus hums with the many enterprises of energetic young people. The activities include athletics (for men and women), music, art, drama, modern dance, debate, student publications, a radio station, student government, special interest clubs, lectures, concerts, parties, and many others. Such a full range of activities carried on by only a few hundred students means that nearly everyone is very busy.

Many faculty members, while proud of the accomplishments of our students, feel that they may be too busy. Some believe that extracurricular life interferes unduly with the academic responsibilities of students. Others feel that our student life is too hectic and overly tense, that a slower tempo and a more relaxed life would help us to achieve the objectives of the College in fuller measure. I have no special wisdom on this matter. I feel that the extracurricular life at Grinnell is extraordinarily wholesome and stimulating, and that a significant part of the education is imparted through these activities. I feel also that administrative restriction on the right of students to choose their activities would be highly arbitrary. On the other hand, the criticism may have validity. I expect to ask the faculty to study the matter.

I shall report briefly on four specific extracurricular programs: religion, athletics and recreation, cultural activities, and student counseling.

RELIGION

In addition to the courses in religion, the religious program of Grinnell is carried on by the Dean of the Chapel working with the student Board of Religion. Three non-denominational Protestant religious services are held weekly: college church on Sunday morning, Tuesday evening vespers, and Wednesday morning chapel. As has been customary for many years, attendance at these services is voluntary, but all three are well attended. Many students also attend churches in the town, belong to denominational youth groups, and organize various religious clubs and study groups.

The Gates lectures on religion are presented each year by a distinguished outside religious leader, who presents several lectures and meets with students informally. The students through their religious organizations carry on social service work for the children of Grinnell, give funds for missionary enterprises, and offer scholarships for foreign students.

Another measure of religious interest is that each year several men go out from Grinnell to enter the ministry. In the class of 1957,

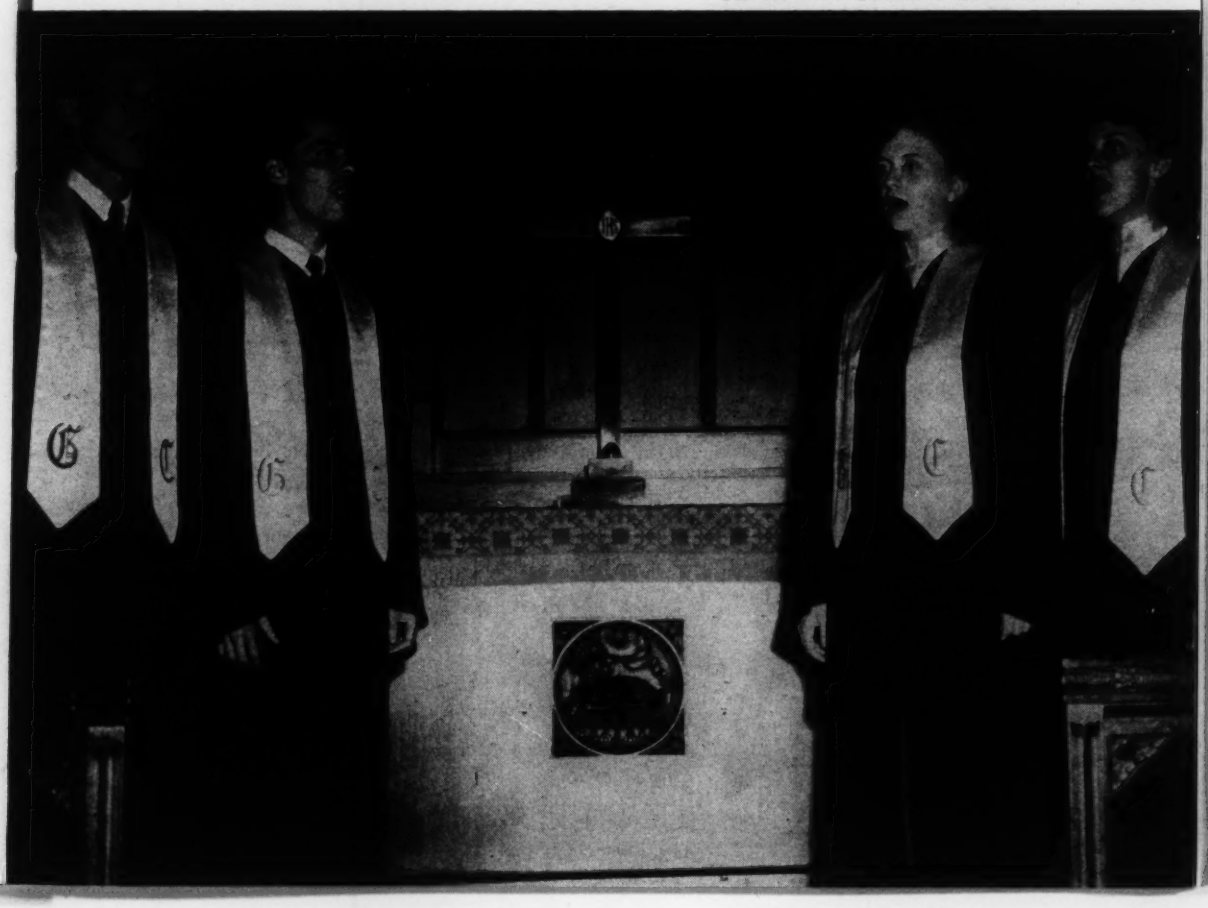
four men are planning to enter the ministry. Two of these men were members of Phi Beta Kappa, and all four were outstanding students and leaders of unusual promise.

All together, there is an active and effective religious life at Grinnell. We are hoping to strengthen our religious program further by adding a new staff member who would serve part-time as counselor to our students and leader in student religious activities and part-time as teacher of courses in religion. Also, we are attempting to find funds to build a religious life center which would include a small meditation chapel, space for meetings of student religious groups, and offices for the religious counselor.

The religious program is frankly Protestant but non-denominational. A spirit of religious freedom prevails, there is no compulsion in connection with religious observance, and members of all faiths and creeds are welcome. An official statement, affirmed by the Trustees on June 10, 1957, defines the position of the College with reference to denominational groups:

> "Grinnell College was founded by representatives of the Congregational churches and continues its relationship with that denomination. In recent years the College has also maintained an association with the Episcopal denomination. Grinnell Col-

SINGING AT COLLEGE CHURCH



lege, however, has always maintained complete institutional independence, and is not limited in any way in the selection of its trustees, executive officers, faculty, or students, or in the determination of its educational program. The College welcomes men and women of all faiths and creeds."

ATHLETICS AND RECREATION

Grinnell has an active sports program for both men and women. It consists of four parts: (1) intercollegiate athletics for men, (2) intramural sports for both men and women, (3) physical education classes, and (4) informal recreation.

The college enters freshman and varsity teams in intercollegiate competition in the following sports: football, basketball, baseball, track, cross country, swimming, wrestling, tennis, and golf. Baseball was resumed this year after a lapse of 40 years. We are members of the Midwest Conference, which also includes Carleton, Coe, Cornell, Knox, Lawrence, Monmouth, Ripon, and St. Olaf. Most of our games are played with teams of these institutions.

Of the 339 upperclass men in our student body, 108 (32 per cent) participated in athletics as members of one or more varsity teams; and of the 151 freshman men, 69 (45 per cent) were on one or more freshman teams. Ninety-two varsity letters were awarded and 70 freshman numerals (two or more being awarded to some men). The conference standing of Grinnell in the various varsity sports in 1956-57 was as follows:

Baseball	3rd (southern division of conference)
Track	2nd
Golf	3rd
Tennis	2nd
Basketball	5th
Swimming	2nd
Wrestling	4th
Football	9th
Cross country	2nd

Grinnell follows the policy of offering no special inducements to attract athletes to the College and no special treatment once they are admitted. They are eligible for admission and scholarships on the same basis as all other students, and they are subject to the same academic requirements. There are no special financial inducements and no easy courses designed to help athletes achieve eligibility.

The academic grades of our varsity athletes are usually higher than those of our male students generally. For example, a tabulation for the first semester of 1955-56 showed the cumulative grade-point averages of our athletes as follows (the average grade for all men students in the first semester of 1955-56 was 2.57):

Football	2.70
Basketball	2.96
Track	2.59
Tennis	2.68
Wrestling	2.66
Swimming	2.49
Golf	2.73
Cross country	2.78
All team members	2.67

Thirty-five team members had grade averages of between 3.00 and 4.00, and only eight had averages below 2.00.

A great majority of both men and women participate in intramural sports. Our residential system, consisting of nine small housing units for men and seven for women, is ideally suited to the

VARSITY ATHLETES ADMIRE TROPHIES

development of a strong intramural program. The following sports are included:

Men	Women
Touch football	Hockey
Basketball	Volleyball
Baseball (softball)	Tennis
Track	Dance
Swimming	Basketball
Tennis	Badminton
Golf	Table tennis
Volleyball	Bowling
Bowling	Baseball (softball)
	Golf
	Swimming
	Archery

Four semesters of physical education classes are required of all students. A great variety of activities are offered from which the student may select. All students are required to pass a basic swimming test or to take swimming for one semester. In addition, men are required to demonstrate proficiency or take courses in at least two sports commonly available in adult life, and women are required to complete a course in at least one individual sport and one team sport.

Considerable attention has been given in the past two years to informal recreation for students. Property at nearby Rock Creek Lake has been developed for picnics and overnight camping. Sailing, canoeing, skating, skiing, tobogganing, horseback riding, bicycling, tennis, and golf are available. We are attempting to improve our facilities and to increase student interest in these opportunities.

Our athletic plant has been improved by the construction of a new baseball diamond and, for women, a large new athletic field, and by the rehabilitation of four tennis courts near the women's halls.

CULTURAL ACTIVITIES

A rich fare of concerts, plays, lectures, art exhibits, and round-table discussion is presented at the College. The number of events available to students and faculty during 1956-57 is shown in Table 13. Most of these are well attended and evoke considerable interest and discussion among students.

TABLE 13

SPECIAL CULTURAL EVENTS PRESENTED AT GRINNELL COLLEGE IN 1956-57

Kind of Event	Number	
Art		
Traveling exhibitions	9	
Faculty or student exhibitions	3	
Films on art	5	17
Modern Dance		
Student recitals	4	4
Drama		
Student productions	4	
Touring company	1	
Art films	10	15
Music		
Guest artists	8	
Faculty recitals	2	
Student-faculty recitals or concerts	23	33
Guest Lectures		
College church	11	
Wednesday chapel	8	
Gates lectures on religion	5	
Rosenfield lectures on international affairs	3	
Institute of International Affairs	12	
Other	29	68
Total number of events		137

STUDENT COUNSELING

Grinnell does not offer elaborate special facilities and staff for counseling of students. We rely primarily on the smallness of the institution and the easy informal relationship between faculty and students to provide most of the advice and guidance needed. In general we regard students as adults, and assume that part of their education is to be responsible for their own decisions without elaborate counseling.

The formal arrangements are quite simple. As a freshman enters, he is assigned to a member of the faculty. The duty of the faculty member is to become acquainted with the student, to help him select his program of study and formally approve it, to watch the student's progress, to take action in the event of difficulty, and to be available to talk with the student about his personal and academic problems at any time. By the end of the sophomore year, when the student selects his major field of study, he will be assigned for advice to a faculty member in his major department.

The student is not limited, however, to his official adviser. He is free to talk about his problems with any member of the faculty or administrative staff. In fact, students develop close relationships with staff members other than their advisers. The Dean of the College, the Dean of Men, the Dean of Women, the Registrar, and the Vice-President for Administration often serve as advisers on various special problems. The Registrar is trained in psychological testing and administers tests to help students discover their vocational aptitudes and interests. The Dean of Men is by training a specialist in guidance, and the Dean of Women is a skilled counselor of rich experience. Both are able and ready to help students at any time. In general, the student, as an adult, is expected to take the initiative in seeking guidance.

Grinnell has no staff psychiatrist or clinical psychologist and is not well equipped to handle students with difficult psychological disorders. One of the decisions for the future is whether or not to invest more of our resources in professional counseling for students. A

CHORUS REHEARSES WITH GUEST SOLOISTS

disadvantage of doing so is that the provision of elaborate counseling tends to attract the very students who need it, and the relative lack of such facilities tends to attract self-reliant and well-adjusted students. On the other hand, we cannot expect to be exempt from all problems requiring professional guidance, and it may be that additional staff and facilities are indicated.

PRACTICE SESSION AT CHAPEL ORGAN

RELATIONS WITH OUR CONSTITUENCIES

Close attention has been given in the past two years to developing sound relations between the College and its various constituencies: students, parents, alumni, the town of Grinnell, and friends of the College. A concerted effort has been made not only to develop loyalty and support for the institution but also to create greater understanding of its functions and fuller appreciation of its problems and needs.

The program has been in several parts. For students, it has included improvement of admissions procedures, relaxation of unnecessary rules, provision of more facilities for recreational and social life, improvement of housing and food service, full consultation with students on matters of college policy affecting them, careful attention to their grievances, and keen interest on the part of the administration in student affairs.

For alumni, further development of the class-agent system, nation-wide organization of the Alumni Fund, improvement of the *Alumni Scarlet and Black,* organization or reactivation of alumni chapters, and direct contact of the Alumni Secretary and staff members with alumni groups.

With respect to the town of Grinnell, efforts have been made to establish cordial relations between the College staff and townspeople, to carry out all transactions with meticulous regard for contract and prompt payment of bills, and to interpret the College to the town—explaining its value to the community and its dependence upon the community.

As a part of our general public relations, our Information Service has been expanded and our catalog and other publications have been redesigned with the aims of clarity, interest, and attractiveness. As the President, I have attempted to contribute directly to our public relations effort through public speaking and participation in various professional and public activities.

To bring the College closer to its constituency, the trustees recently established the Grinnell Advisory Council, consisting of alumni, parents, and friends of the College throughout the country. This group will be asked to advise on college policies, and to offer suggestions and criticisms regarding the operations of the College. The first task of the Advisory Council will be to advise on adapting our admissions policies to changing conditions in the supply of students.

In all our public relations activities, we have held that the most important thing we can do to gain public acceptance is to provide excellent education for our students and to conduct our operations efficiently. Therefore, we have given infinitely more attention to improvement of our "product" than to "selling" it. Particularly, in my activities as President, I have regarded sound administration as the best foundation for good public relations.

AT COMMENCEMENT RECEPTION

DEVELOPMENT

Within the past two years, the principal physical improvement was the construction of Younker Memorial Health Center, a fine infirmary with beds for 15 patients, a resident nurse's apartment, and ample treatment facilities for out-patients. The Health Center was financed by a gift from Benjamin, Lytton, and Rachel Younker of Des Moines. The generous gifts of this family have provided a fine double hall for men (North and South Younker Halls) and $80,000 a year for scholarships, in addition to the recently completed Health Center. The construction of the Health Center freed the fourth floor of Main Hall for women's housing.

Also during the past two years a new athletic field for women and an additional playing field for men were completed.

During the summer of 1957, a sizeable program for improvement of our residence halls has been undertaken. This project is of the nature of deferred maintenance but will have the effect of increasing the practicable capacity of our dormitories to about 450 women and 470 men, or a total of 920 students. Assuming the enrollment of non-resident students to be 50, this means that the capacity of the College without further construction will be about 970 students. (This figure may be compared with enrollments of 866 in 1956-57 and 843 in 1955-56.)

At their meeting on June 10, 1957, the trustees approved eventual expansion of the enrollment to 1,100 or 1,150, and directed me to plan for the construction of additional residences to achieve the projected total enrollment of 1,100. About 130 new spaces will be required.

Our recent improvement program has increased space for women more than for men. This implies a lowering of the percentage of men in the student body. In recent years about 55 to 57 per cent of our students have been men, whereas at present 52 per cent of our spaces are for men. Therefore, if we wish to increase the percentage of men to 57 per cent of the student body, the new residence construction must be exclusively for men.

With the addition of 130 spaces for men, we would have room for 600 men and 450 women in our halls, and men would constitute about 57 per cent of our students. I expect to recommend to the trustees that within the next two or three years we build two new units for men with a total capacity of about 130 men.

The trustees have recognized the urgent need of several new academic buildings over the next several years and have authorized the necessary architectural and financial planning. The well-known architectural firm of Skidmore, Owings & Merrill has been retained

to help us develop a long-range future plan for the campus and to begin preliminary studies of specific buildings.

The trustees have established that the academic buildings most urgently required are a library and a fine arts center to house the departments of music, art, and speech, including theatre. The present library, which is crowded and obsolete but structurally sound, would be converted to classrooms and faculty offices. The present Music Building, Blair Hall (which is now largely unused), and the Administration Building—all obsolete and inefficient—would be demolished. The new library would be constructed on the site of the present Music Building and the new fine arts center on the site of the present Administration Building.

A new library building must be designed to exceed present space requirements in order to accommodate a steadily growing collection of books. The excess space in the library could be occupied for some years by the administrative offices of the College. (See pages 28 and 29 for architects' conception of proposed library.)

These two new buildings, added to our present plant, would provide ample academic space for 1,100 students. The new buildings are desperately needed, however, even with present enrollments. Our present library lacks facilities for readers. Moreover, it is an uninviting and inefficient place for study. As demonstrated on other campuses of our type, a proper modern library has an electric effect on student accomplishment and on the intellectual tone of the campus. The condition of the present library is a major impediment to the progress of the College. I can scarcely over-emphasize the urgency of our need for a new library.

The need for new fine arts facilities is hardly less urgent. The music department occupies an ancient building ill-suited to its work. Because of shortage of space, student practice rooms are located in the College heating plant. The art department occupies dismal quarters in the garret of the Administration Building and desperately needs suitable space for display of pictures and other art objects. The theatre also is without proper facilities for rehearsing and staging dramatic performances and for classroom work. Moreover, the College needs a modern theatre for opera, art films, lectures, recitals, and other public events. Improvisation is the word that characterizes our present facilities for the arts. With new facilities, the abundant artistic talent of our faculty and students would blossom, and the effect on the cultural life of the College would be incalculable.

The proposed new library is being planned by Skidmore, Owings & Merrill in collaboration with the Trustee Committee on Buildings and Grounds and a faculty committee. It is being planned as a three-level building with an ultimate capacity of 300,000 volumes (the present library has about 125,000 volumes) and with spaces

for 550 readers, or half the projected student body. The estimated cost of the building (including site preparation, landscaping, equipment, utilities, and remodeling of the old library) is $1,300,000.

The planning of the fine arts center is still in a very tentative stage. The comprehensive cost is likely to be between $1,000,000 and $1,300,000. In our thinking about this building to date, we are seeking to provide the kind of structure that will bring the arts close to the daily lives of our students. We attach great importance to integrating this building with the activities of our students, whether or not they are taking courses in the fine arts. For this reason, we have considered eventually locating a new student union in or near the fine arts center—though we have no immediate plan to construct a student union.

The library and the fine arts center—the two urgently needed academic buildings—will cost together about $2,400,000. We hope to raise this money in a capital fund campaign to be launched in the autumn of 1957. We expect to present our capital needs persuasively before all alumni and friends of the College throughout the country. For this purpose, whe have established a new Office of Development with a full-time director and we have retained the firm of Marts and Lundy, one of the nation's leading fund-raising counselors. With success, we can break ground for the new library in 1958 and start the new fine arts center in 1959.

FINANCES

During the past 30 years, depression, war, inflation, fluctuations in interest rates, and wide variations in enrollments have made college finances precarious at best. Grinnell has not been exempt from these forces. But thanks to the support of loyal alumni and friends, the College has withstood all these exigencies without ever missing a payroll and is today perhaps as sound financially as at any time in its history. However, to achieve a balanced current operating budget is still difficult. This is no time for complacency or for relaxation of our financial efforts.

Table 14 presents a consolidated balance sheet of the College as of June 30, 1956, and June 30, 1957. According to this statement,

TABLE 14

CONSOLIDATED BALANCE SHEET OF GRINNELL COLLEGE

	June 30, 1956	June 30, 1957
ASSETS		
Cash	$ 844,267	$ 731,450
Notes and Accounts Receivable (less reserve)	115,959	88,943
Inventories	106,901	83,161
Prepaid Insurance	30,134	34,883
Investments		
Securities	1,935,710	2,009,831
Farm and city property	1,400,940	1,360,382
Dormitories (less depreciation reserve)	2,148,769	2,084,965
Oil properties (less depletion reserve)	1,219,064	1,140,454
Other	93,989	90,613
Reserve for pooled investment	(199,966)	(221,300)
Campus land, buildings, and equipment	2,622,648	2,779,163
Total Assets	$10,318,415	$10,182,545
LIABILITIES		
Notes payable	$ 449,412	$.....
Accounts payable	42,655	58,525
Accrued salaries and wages	67,258	71,271
Students' deposits for tuition, room	51,924	57,422
Real estate taxes	23,000	23,000
Long-term loans on		
Dormitories	218,845	185,482
Heating Plant	271,250	253,750
Other	60,838	50,886
Total Liabilities	$ 1,185,182	$ 700,336
NET ASSETS	9,133,233	9,482,209
	$10,318,415	$10,182,545

the total assets of the College at June 30, 1957, were $10,182,545 and the liabilities $700,336. The net assets were $9,482,209. The assets as presented in Table 14 are stated (with minor exceptions) at book value, i.e., in terms of valuations at the times the assets were acquired. The market value is substantially higher. In a special study made last year, the current market value of our *endowment* assets was estimated at $12,629,810 (as of June 30, 1956). Adding to this our other assets and subtracting liabilities, the net worth of the College at market value in 1956 was about $14,500,000. By 1957, the market value was approximately $15,000,000.

A statement of receipts and expenditures for the last two years is shown in Table 15. This statement is divided into three sections.

The first section shows receipts and expenditures relating directly to the regular current operations of the College. The College has run a deficit in its current activities. In 1955-56 the deficit was $223,347, and in 1956-57 it was $72,366. In fact, a substantial deficit has occurred in every year since 1950-51.

Deficits have been due to the lag of current income behind the rapid increases in costs involved in maintaining high educational standards. The Trustees and I have been deeply concerned about these deficits. Their amount is declining, and we hope we shall be near a balanced budget in 1957-58, and should achieve an operating surplus in 1958-59. However, this result is by no means assured. It can happen only through careful economy in operation and generous support of alumni and friends of the College.

The second section of Table 15 shows receipts and expenditures relating to our investments. Here we show a sizeable excess of receipts over expenditures: in 1955-56 the excess was $2,237,829, and in 1956-57 it was $452,708, or a total of $2,690,537 for the two-year period. About a million and a half came from the estate of Mr. J. Fred Darby, '95, and another half-million from the Ford Foundation. We are greatly indebted to Mr. Darby and to the Ford Foundation for these generous gifts. But in addition to the Ford and Darby gifts, our endowment assets were also increased (net) by nearly $700,000 from other gifts and bequests, for which we are grateful.

The third section of Table 15 shows the increase in net assets of the College, which is the difference between receipts and expenditures of all kinds. Over the two-year period, our net assets increased by nearly $2,400,000 after deducting the operating deficits. On the basis of this figure we can take considerable satisfaction in the financial progress of the College over the past two years.

During the next few years, our task is to put the operating budget into balance and to raise several million dollars for needed new buildings, among them a library and a fine arts center. I trust that at the end of the next biennium we may report even greater additions to our net assets than during the past two years.

TABLE 15

STATEMENT OF RECEIPTS AND EXPENDITURES OF GRINNELL COLLEGE

	Year ending June 30, 1956	Year ending June 30, 1957
1. RECEIPTS AND EXPENDITURES RELATING TO CURRENT OPERATIONS[1]		
Receipts		
Tuition and fees	$ 604,903	$ 659,680
Student lodging	251,789	276,370
Student board	351,611	353,104
Endowment income and gifts assigned to scholarships	73,272	142,131
Bookstore, student union, conferences	130,125	205,848
Endowment income assigned to current operations	137,992	196,337[2]
Unrestricted gifts for current operations	176,422	238,875
Restricted gifts for research	27,765	42,680
Total	$1,753,879	$2,115,025
Expenditures		
Education and administration	$ 826,280	$ 920,132
Scholarships	138,070	176,272
Food, housekeeping, etc.	883,505	925,498
Bookstore, student union, conferences	107,575	122,555
Research	21,796	42,934
Total	$1,977,226	$2,187,391
Net excess of expenditures over receipts	$ 223,347	$ 72,366
2. RECEIPTS AND EXPENDITURES RELATING TO INVESTMENTS		
Receipts		
Rentals, farm and city property	$ 250,555	$ 245,333
Interest and dividends	85,510	90,124
Gain on sale of securities	202,832	85,374
Oil royalties (less depletion)	32,601	63,231
Dormitory rent (less depreciation)	64,186	62,349
Gifts assigned to future scholarships and capital development	28,231	110,957
Gifts and bequests assigned to endowment	1,989,015	327,570
Total	$2,652,930	$ 984,938
Expenditures		
Operating farm and city properties	$ 106,736	$ 87,110
Endowment fund and capital development	32,436	69,432
Expenses of Darby estate	90,000	72,645
Transfer of endowment income		
for current fund	137,992	196,337[2]
for scholarships	47,937	106,706
Total	$ 415,101	$ 532,230
Net increase of receipts over expenditures	$2,237,829	$ 452,708
3. INCREASE IN NET ASSETS: COMBINED RECEIPTS MINUS COMBINED EXPENDITURES	$2,014,482	$ 380,342

[1]The figures include all items that are related to current operations whether or not they are classified for accounting office purposes in the "current fund."

[2]Prior to 1956-57 it has been customary to transfer to the current fund the endowment income of the previous year. In 1956-57 this practice was changed so that endowment income is now transferred in the year in which it is earned. Had the old practice been followed, the transfer in 1956-57 would have been $123,154 instead of $196,337.

THE FUTURE

In this concluding section, I shall comment on the future responsibilities of Grinnell College. I should like to approach this subject within the context of current trends and developments in higher education generally. One can understand the role of Grinnell only by considering it as a part—a very tiny part, to be sure—of higher education in the United States.

This country faces an acute crisis in higher education. The dimensions of the crisis are easily predictable. What should be done to overcome it is not so clear. Every college, every university, in fact every person who is seriously interested in higher education, is now very busy trying to determine what ought to be done or what can be done.

The crisis will be precipitated by three factors: (1) the high birth rate starting in the 1940's; (2) the rapidly increasing proportion of young people who go to college; and (3) the increasing, or changing, educational needs of our country. Each of these factors operates in the direction of increasing the demand for higher education and there are few corresponding factors working in the direction of increasing the supply of teachers, buildings, and equipment. Hence, the dangers we almost inevitably face are intolerable congestion and serious deterioration of educational standards.

The facts on the increasing birth rate are well known. It is expected that the number of young people of college age, now about 9,000,000, will start increasing next year and will reach about 14,000,000 by 1970 or a little after. This is an increase in numbers of 55 per cent.

But the percentage of all young people who attend college has been steadily and rapidly increasing. At present, about a third of all the young people of college age are in college. By comparison, in 1940, 15 per cent attended, in 1930 12 per cent, and in 1920 only 8 per cent. If the percentage attending, or wishing to attend, continues to increase, as most authorities predict, we will have in 1970 nearly 7,000,000 young people who would like to be college students. This is considerably more than twice the number now enrolled.

While one may question precise estimates of the exact size of the enrollment increase, there can be little doubt that a dramatic expansion of college student population lies ahead over the next 15 years.

While all this has been happening, the need of our society for educated people is also growing. Just to operate our highly technical and specialized civilization requires numerous scientists, technicians, engineers, managers, accountants, lawyers, and other skilled

persons. One of our most difficult national problems is to find the personnel to man our complex industrial economy. Also, the sheer growth of knowledge requires a longer period of education for a person to become an educated man, than was true in former years. And the size and complexity of our public and private organizations and corporations is such as to require a high level of education on the part of leaders and executives. Our political and economic competition with the Soviet Union accentuates these shortages of educated personnel, because the Russians are making tremendous educational advances and are threatening our leadership in skilled manpower.

Finally, I would add that the need for education in religion, philosophy, literature, history, and art was never so great. If we are to preserve and augment our spiritual resources, our freedom, and our humanity in this crazy world of speed, gadgets, giant organizations, power politics, and crass materialism, we must see that our young people do not neglect the humanities in their quest of techniques.

Truly, the educational problem we face is gigantic. In Walter Lippmann's words:

> ". . . we have come to the point . . . where we must lift ourselves as promptly as we can to a new and much higher level of interest, of attention, of hard work, of care, of concern, of expenditure, and of dedication to the education of the American people.
>
> "We have to do in the educational system something very like what we have done in the military establishment during the past fifteen years. We have to make a breakthrough to a radically higher and broader conception of what is needed and of what can be done. Our educational effort today, what we think we can afford, what we think we can do, how we feel entitled to treat our schools and our teachers—all of that— is still in approximately the same position as was the military effort of this country before Pearl Harbor."

To meet our needs in higher education we have a diverse system consisting of about 1,800 colleges, universities, technical schools, art institutes, music conservatories, teachers' colleges, and junior colleges. Some are operated by states or municipalities, and some are private. Of the private colleges, some are related to churches in various ways and some have no church affiliation. The institutions are financed from public appropriations, from church appropriations, and from philanthropic gifts. These many institutions vary greatly in objectives, in standards, in the abilities of the students they attract, in tradition, and in prestige.

Such a diversity is the natural outcome of a free system of education under which anyone, or any group, can establish a college. Under such a free system some colossal sins have been, and are, committed in the name of higher education. But in general this diversity has had the virtue of giving freedom of expression to all educational ideals and theories, of providing facilities for all areas and all cultural levels, and of encouraging experimentation.

The problem we now face is: How should such an educational system respond to the problems and opportunities presented by the increasing demands and growing needs for higher education? There is no central authority to whom we can go for the answer. There is no minister of education who decides these matters. It must be decided by the management of each institution acting individually and subject to the pressures exerted by its constituency and by the general public.

At present, those concerned with higher education are engaged in a great nation-wide discussion of the problem. We are talking with one another constantly, comparing experiences, consulting, debating, and soul-searching.

The issues most frequently discussed are these:

(1) Should entrance requirements—even in our public colleges—be raised to restrict admission to those who have high capacity for college work? Or should we continue, in some institutions at least, to admit any student who has a high school diploma? An increasing body of opinion seems to be shifting to the view that we must tighten admission standards and thus avoid part of the flood of students.

(2) Are there ways of using present teachers and educational facilities more efficiently without impairing educational quality, for example, by holding classes in the late afternoon and evening, by shortening vacations, by teaching larger classes, by offering fewer courses, by employing teaching assistants, by using mechanical devices such as TV and other audio-visual aids, by increasing the amount of independent study, etc.? Or are the values inherent in the conventional methods of teaching and in the traditional rhythm of college life such that disturbance of this ancient pattern would impair the quality of education? There is presently great interest in increasing efficiency of operation in colleges, and many people feel that something can be accomplished along this line. However, many educators feel that the results will be much less dramatic than some enthusiasts now claim.

(3) Should the facilities for additional students be provided primarily by the expansion of existing institutions, or by

the establishment of new institutions, particularly junior colleges and community colleges? On this question there are great differences. The state institutions and community colleges tend to favor expansion, while many of the leading private colleges hope to restrict their expansion. Doubtless the ultimate solution will be both growth of existing institutions and establishment of new ones.

(4) Should the federal government give substantial aid to higher education, either for buildings or for operating funds, or both? This is a highly controversial—even explosive—issue. Those who favor federal aid tend to do so on the grounds that they find no practicable alternative source of revenue, and that education is a national concern transcending the interests of localities and states. Those who oppose federal aid argue generally that extension of federal authority is unwise and specifically that federal aid to education would entail federal control, which would be a direct threat to freedom.

In this great debate, many educators express concern about future trends in quality of education. They feel that, if the large institutions grow still further, they will become increasingly like factories offering assembly-line education and with little regard for the individual student as a person. Many feel that new or expanded junior colleges and community colleges which may be organized to meet the new needs will lack adequate staff, facilities, and tradition and will necessarily offer a diluted and inferior brand of college education.

I believe it can be safely predicted that several things will happen. The logic of the situation is such that these things are almost inevitable.

First, sheer public demand, and the political pressure resulting from that demand, will prevent most publicly supported colleges and universities from imposing any effective limitations on their enrollments. They will, in effect, accept all students who apply to them. Their enrollments will grow, and they will become factories. The same kind of growth will occur in private community colleges. These institutions, which look to the local community for support, will also not be able effectively to control their enrollments because of local pressure.

Second, new junior colleges, new branches of state universities, and new community colleges will spring up all over the country to meet the growing demands. The expanded and new institutions will desperately lack facilities and teachers. They will be forced to resort to many expedients, among them large classes and mass lectures, objective tests that can be mechanically graded, and use of

TV, motion pictures, and other mechanical substitutes for teachers. They will be forced to employ unqualified teachers. They will not have resources or time for attention to vital extracurricular or social affairs of students.

Third, while all this has been going on, the competition among colleges and universities for teachers will become so acute that teachers' salaries will rise dramatically. This will attract qualified people who would otherwise be in industry and government and will gradually draw an increased supply of young people into teaching.

Ultimately, with or without federal financial aid, a new equilibrium will be reached when there will be a reasonable balance between demand for higher education and supply. But for all these forces to work out to a new equilibrium will take perhaps 30 years. In the meantime, conditions in higher education will be chaotic and educational standards are likely to suffer.

The question that I intend to pose is this: What policy should Grinnell College follow during these turbulent times that lie ahead? We are a small institution; what we do will create little impact *quantitatively*. If we were to double or treble in size, it would scarcely be noticed when there are millions of students to be accommodated. Nevertheless, we are one of hundreds of small institutions, and we have an obligation along with the others to meet the situation in a way that will make the maximum social contribution.

Grinnell has traditionally been a small college that has emphasized excellence. It has achieved its enviable reputation not because of its size or its rate of growth (in fact it has been of approximately the same size for 40 years), but because it has maintained a consistently good faculty; it has selected its students carefully; it has provided superior living accommodations for its students; it has created a democratic community and a wholesome social life in which young people could grow in spirit, in character, in mind, and in body; and it has attended to the individual as a human personality.

As trends in higher education are now moving, the kind of environment and tradition that has been created at Grinnell will become more rare and therefore more precious. Will we not make a great social contribution if we set quality ahead of quantity in our list of priorities? Will this country not need, in the days that lie ahead, carefully selected leaders who have been influenced by the kind of environment Grinnell can offer even more than it will need a few hundred more of indifferently trained college graduates?

My personal answer to these questions is that Grinnell's future lies on the side of quality rather than quantity. I believe that Grinnell should assume the role of a pace-setter in higher education.

With the coming general deterioration of quality, we shall need some institutions which are dedicated to high standards and which strive to set an example for other institutions to follow. Harvard, Yale, and Princeton have occupied this role for generations; colleges like Swarthmore, Haverford, and Oberlin are rapidly assuming this role. The country needs more such institutions, and there is no reason why Grinnell, which has long been a leader in its area, should not do its part in upholding the highest academic standards in a world that is in danger of becoming a sea of mediocrity.

But I believe that some growth for Grinnell is possible without compromising our standards. As indicated earlier in this report, we are tentatively planning to increase our enrollment gradually by about 25 per cent, to a total of 1,100 or more students. We believe that we can accomplish this growth without impairing the essential character of the College and that we can achieve some economies in the process. We feel also that it would be possible to raise the money to finance the capital expansion necessary to accommodate 1,100 students. But if we are to go much beyond that figure we face two alternatives: (1) to increase our capital and operating funds far beyond our ability to raise money, or (2) to allow a deterioration of standards.

Our tentative decision, on which the Board of Trustees and faculty are in agreement, is that educational quality takes priority over numbers, and that the College should grow only when growth is not achieved at the expense of quality. However, we are open-minded on the subject of numbers. As we move toward 1,100, we shall constantly be reappraising our position. If we feel that we can grow still more without impairing our standards, we shall consider it our responsibility to do so.

Grinnell College
Awards

June 25, 1958

Dear Mrs. Prescott:

Very many thanks for your kindness in sending me a print of the photograph taken when I received my Honorary Degree from Grinnell College.

I appreciate having this momento of an extremely pleasant occasion.

Sincerely yours,

Mrs. Ruth Prescott
Director
Information Service
Grinnell College
Grinnell, Iowa

mcc

GRINNELL COLLEGE
GRINNELL, IOWA

INFORMATION SERVICE

June 11, 1958

Dr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York, N. Y.

Dear Doctor Murrow:

Enclosed is a print of a photograph taken when you received your honorary degree from Grinnell College last Sunday. We thought you might like to have it as a small memento of the occasion.

We here are all glad and proud that you were able to take part in our Commencement, and we hope it will remain a pleasant memory for you.

Thank you again for autographing the original "script" of your address for me.

Cordially,

Ruth Prescott

Mrs. Ruth Prescott
Director, Information Service

RP:jr
Enc.

HOME PHOTO SERVICE
GRINNELL

GRINNELL COLLEGE
INFORMATION SERVICE
GRINNELL, IOWA

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

Awards

Put on Honor degr. list

Comm. addr. in speech file

June 9, 1958

EDWARD R. MURROW AWARDED HONORARY LL.D. DEGREE BY GRINNELL COLLEGE

Edward R. Murrow, CBS News reporter and analyst, was awarded the honorary degree of Doctor of Laws at graduation exercises at Grinnell College, in Iowa, yesterday (June 8).

Mr. Murrow also delivered the commencement address, titled "View from the Moon," in which he offered an objective examination of the world in 1958.

Honorary Doctorates of Science were awarded to Robert H. Aborn, class of 1918 and Director of the United States Steel Corporation's Edgar C. Bain Laboratory for Fundamental Research at Monroeville, Pa.; and Dr. Evelyn Fisher Frisbie, class of 1898, of Albuquerque, N.M., the only woman ever to be President of the New Mexico State Medical Society.

In addition to honors for Mr. Murrow, degrees of Doctor of Laws were given to Roswell Garst of Coon Rapids, Iowa, a leader in improving farm production techniques and international farming relations; and Eber L. Palmer, class of 1918, who since 1937 has been superintendent of the New York State School for the Blind at Batavia, N. Y.

* * *

"Edward R. Murrow with the News" is broadcast on CBS Radio Mondays through Fridays at 7:45-8:00 PM, EDT.

GRINNELL COLLEGE

COMMENCEMENT

JUNE 6-8, 1958

Friday, June 6

12:15 p.m. Luncheon, College Dining Rooms
1:30 p.m. Alumni School
2:30 p.m. Alumni School
4:00 p.m. Phi Beta Kappa Lecture and Tea
5:00 p.m. "Pops" Concert, College Band
6:30 p.m. Dinner, College Dining Rooms
8:00 p.m. Baccalaureate Service
9:15 p.m. President's Reception for Seniors and Their Guests

Saturday, June 7

10:30 a.m. Alumni-Senior Chapel
12:30 p.m. Alumni-Senior Luncheon
3:00 p.m. Meeting of Class Agents
4:00 p.m. Men's and Women's Glee Club Concerts
5:30-7:30 p.m. Alumni Smorgasbord
6:00 p.m. Reunion Dinners
8:30 p.m. College Musical Production
9:30 p.m. Dance

Sunday, June 8

11:00 a.m. College Church, with Vesper Liturgy
1:00 p.m. Dinner, College Dining Rooms
3:00 p.m. Exercises of Commencement
5:30-6:30 p.m. Supper, Quadrangle Dining Room

Awards.

June 4, 1958

Dear Dr. Bowen:

I am sending you herewith a copy of the dictation draft of Mr. Murrow's Commencement Address. He will probably make a few changes but not very major ones.

Just to confirm in writing his travel plans, he is due to arrive at Des Moines Airport on Saturday at 3:14 pm on United Airlines flight 335. He has to leave Des Moines on Monday morning on United Airlines flight 330 at 9:45.

With best regards.

Sincerely,

KAY CAMPBELL
EXECUTIVE ASSISTANT

Dr. Howard Bowen
Grinnell College
Grinnell, Iowa

mcc
enc.

May 5, 1958

Dear Howard:

This is a hasty note to tell you that I will make my travel plans as soon as possible.

I am off to London for a few days on Thursday, and when I get back I will buckle down to the task of making plans and also try to produce some words worthy of the occasion.

I have the necessary medieval costume. I don't know whether Mrs. Murrow or Casey can come, but will let you know about that when I get back from London.

As ever yours,

Dr. Howard Bowen
Grinnell College
Grinnell, Iowa

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GRINNELL COLLEGE
GRINNELL, IOWA

OFFICE OF THE PRESIDENT

April 30, 1958

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

The time has come to begin planning for your visit to Grinnell.

Our commencement exercises at which you are to be the principal speaker, will be held on June 8 at 3:00 P.M. Your only formal responsibilities while you are in Grinnell, will be to attend these exercises and a brief informal reception at our home immediately thereafter. However, we hope you will be with us for as long as your schedule permits.

Mrs. Bowen and I would like to extend a cordial invitation to you to stay in our home while you are in Grinnell. And our invitation includes Mrs. Murrow and your son. We should be very pleased if they could join you on your trip to the Midwest.

Will you let me know about your travel plans? We shall be glad to arrange transportation to and from Des Moines or to assist in any way you wish.

If you can send an advance copy of your address, it will help our publicity office.

Our students and faculty are looking forward eagerly to your visit.

Yours sincerely,

Howard

Howard R. Bowen

HRB/jh

P.S. I recall that you have your own academic regalia. If I am wrong about this, let me know your height and head size, and we shall provide a suitable cap and gown.

Height
7 3/8"
6'1½"

Bowen, Howard

November 12, 1957

Dear Howard:

I will not waste words or your time in telling you of my distress and embarrassment. I think that particular week is the first in twenty years that I have failed to meet a major commitment at any time.

Joe Welch and his wife came to dine with us last week and he gave me a glowing account of the week end.

If you wish me to come for commencement on Sunday, June 8th, I shall certainly do so, although with considerable trepidation. I'm really not sure I have anything to say to the present college generation, but I will be glad to try.

Please convey my regrets to Mrs. Bowen for the inconvenience I may have caused her.

As ever yours,

Dr. Howard Bowen
Grinnell College
Grinnell, Iowa

fc

GRINNELL COLLEGE
GRINNELL, IOWA

OFFICE OF THE PRESIDENT

October 29, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

We were, of course, extremely disappointed that you could not be with us this weekend. I hope your bronchitis is entirely dispelled and that your usual good health has returned.

We had a splendid weekend. As a result of some shifting of speakers, your place on the program was filled by Gardner Cowles who presented a splendid statement of his views on American foreign policy.

We sincerely hope that you will be able to come here at a later date. From our point of view, the ideal time would be at commencement which falls on Sunday, June 9, 1958. The commencement exercises are held at 2 P.M. Standard Time. If you cannot attend at that time, we should be glad to welcome you on a mutually agreeable date during the current academic year when you could give a public address and we could confer upon you the honorary degree. Although we should prefer to have you for commencement, I think there would be great interest in an "Ed Murrow Day" at Grinnell College during the school year.

Please give my greetings to Miss Campbell, with whom I have become fairly well acquainted as the result of several telephone conversations.

With warm regards,

Yours sincerely,

Howard

Howard R. Bowen
President

HRB/jh

GRINNELL COLLEGE
GRINNELL, IOWA

OFFICE OF THE PRESIDENT

November 18, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

Everyone here is delighted that you will be with us at commencement on Sunday, June 8th. There is really a tremendous amount of interest in your visiting Grinnell and I know that you will have a large and appreciative audience.

I am glad to know that you have fully recovered.

Yours sincerely,

Howard

Howard R. Bowen
President

HRB/jh

Upcoming

August 29, 1957

Dear Mr. Avison:

I returned from vacation to find President Bowen's letter of August 6th and your's of August 22nd. My reply to Dr. Bowen answers all of your questions and I am, therefore, enclosing a carbon copy of my letter to him.

I look forward to meeting you on the occasion of my forthcoming visit to Grinnell.

Sincerely yours,

Mr. James O. Avison
Convocation Director
Grinnell College
Grinnell, Iowa

mcc
Enc. (1)

EDWARD R. MURROW
485 MADISON AVENUE
NEW YORK 22, N.Y.

August 29, 1957

Dear Howard:

I have just returned from vacation to find your letter of August 6th. When I wrote you on June 28th stating that I would be with you to give my address on Saturday, October 26th, I failed to take consideration of the fact that my radio and television schedule would make it impossible for me to arrive in time to speak at 11:00 a.m., on that Saturday morning. If it's not too late, I would like to accept the alternative you offered me, namely, to speak on Sunday, October 27th at 2:00 p.m., sharing the platform with Joe Welch.

To answer some of your questions:

1 - I shall have to let you know later the exact time of my arrival and departure.

2 - I shall be coming alone.

3 - The title of my address will be REFLECTIONS ON AMERICAN FOREIGN POLICY.

4 - I shall do my best to supply you with a copy of my address by October 15th.

5 - A copy of my biography is enclosed.

6 - Herewith six prints of a glossy picture as requested.

7 - I have my own academic garb and will bring it with me.

It is most kind of you and Mrs. Bowen to invite me to be a guest in your home during my visit, and I have much pleasure in accepting your gracious invitation.

With best regards.

Sincerely yours,

Dr. Howard R. Bowen, President
Grinnell College
Grinnell, Iowa

mcc
Enc. (6)

GRINNELL COLLEGE
GRINNELL, IOWA

August 22, 1957

R. C.

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

As Convocation Director I am writing to each of the participants in the fall Convocation so that proper arrangements can be made for each guest.

I am presuming, since we have not heard otherwise, that you will make your address on Saturday, October 26, at 11:00 A.M. This will immediately follow the 9:00 A.M. session on "The Individual in an Age of Organizations."

Honorary Degrees are being awarded on Sunday, October 27. However, if you are unable to be with us on Sunday, we can arrange for your degree to be awarded following your address on Saturday.

Inasmuch as the Convocation programs will soon go to press, we are anxious to know whether the above arrangement is satisfactory. I believe in President Bowen's previous letter he offered the alternative of making your address on Sunday, if that better fitted in with your plans.

We would also like to have six glossy print photographs, a brief biographical statement, and your head size and height.

I have always been an admirer of yours and look forward to meeting you and hearing your address.

Yours sincerely,

James O. Avison

James O. Avison
Convocation Director

joa/pd

Engagements Upcoming

GRINNELL COLLEGE
GRINNELL, IOWA

OFFICE OF THE PRESIDENT

August 6, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

We are looking forward with pleasure to your visit to Grinnell for the Convocation of October 25-27.

I am enclosing a copy of the tentative program. You will note that we have scheduled your address for Saturday morning, October 26 at 11:00 A.M.

We can offer two alternatives for your consideration: (1) that you speak on Sunday, October 27, at 2:00 P.M., sharing the platform with Joe Welch, or (2) that you join Riesman and Whyte for a discussion of the "individual in an age of organizations," at 9:00 A.M. on Saturday, October 26. If either of these alternatives appeals to you, just let me know. Otherwise we shall go ahead with the plan for you to speak at 11:00 A.M. on October 26.

We expect to confer honorary degrees at the Sunday afternoon session. If you can be present then, we should be most pleased. But if you feel that you prefer to come on Saturday and not to stay over until Sunday, we shall confer your degree at the time of your address on Saturday morning.

As soon as possible, I should appreciate receiving from you:

1. The time of your arrival and departure, and your mode of travel. You are cordially invited to attend as many of the sessions as your time will permit.

2. The persons, if any, who will be travelling with you.

3. The title of your address.

4. A copy of your address by October 15.

5. A biographical statement (if you wish to supplement the biography in Who's Who).

6. A glossy picture. (If possible we should appreciate having 6 prints. We shall be glad to pay for these, or if you wish, you may order them from your photographer and have the bill sent to us.)

7. Your height, weight, and head size so that we can supply a proper cap and gown. (If you have your own academic garb and wish to bring it, you are of course free to do so.)

We should be very happy to have you and your wife (or other members of your party) as guests in our home while you are here. In any event, we shall be glad to take care of your housing and other needs as you wish. I am enclosing a brief memorandum on travel to Grinnell.

If you have any questions about arrangements, please feel free to call on us. We greatly appreciate your coming to Grinnell College.

Yours sincerely,

Howard

Howard R. Bowen
President

HRB:ms
Enclosures

GRINNELL COLLEGE
GRINNELL, IOWA

DIVISION OF
SOCIAL STUDIES

August 15, 1957

Mr. Edward R. Murrow,
C. B. S.
New York City.

Dear Mr. Murrow:

Many faculty members are expressing extreme pleasure that you are to be with us in October.

Howard Bowen wants alumni and students to be well aware of what you have to say and to have discussed some of the issues before you arrive. To this end there is to be prepared a bibliography of the writings of the speakers. If your secretary has a list of books and articles by you, I should be happy to receive a copy.

The Library is trying to get together an exhibit of books by you and other guests. If you should happen to have on hand an offprint of an articles, the Library would be grateful to add that to the display.

The Bookstore will stock publications by the guests.

Thank you for your kindness.

Sincerely yours,

Paul Kuntz

Paul Kuntz

Grinnell College August 6, 1957

Autumn Convocation, October 24-27

Tentative Program

Thursday, October 24

4:00 P.M. Coffee Hour

Discussion of Doctor Faustus by Christopher Marlowe

Chairman: James Jacobson, student chairman of the convocation.

Panel members: Professors Curtis B. Bradford, Ned Donahoe, and Richard D. Meyer, of the Grinnell faculty and Burrill Phillips, Professor of Music, University of Illinois.

8:00 P.M. Play: Doctor Faustus by Christopher Marlowe, directed by Ned Donahoe with special music composed by Burrill Phillips, and played by Elbert Smith, organist.

Friday, October 25

9:45 A.M. Symposium: Science and American Culture

Greetings: President Howard R. Bowen

Chairman: Mason Ladd '20, Dean, College of Law, University of Iowa, and general chairman of convocation.

Address: William G. Pollard, Executive Director, Oak Ridge Institute of Nuclear Studies, and ordained clergyman of the Protestant Episcopal church.

Address: Norbert Wiener, Professor of Mathematics, Massachusetts Institute of Technology, and author of Cybernetics; The Human Use of Human Beings; and Ex-Prodigy.

Discussion Panel: Professors Joseph D. Danforth, Wayne B. Denny, and Guillermo Mendoza of Grinnell College with Dr. Pollard, Professor Wiener, and Dean Ladd.

2:00 P.M. Symposium: American Literature and Art

Chairman: R. Homer Norton, Dean of Grinnell College.

Address: Perry Miller, Professor of American Literature, Harvard University, and author of The Puritans; The New England Mind; and Jonathan Edwards.

Address: James Johnson Sweeney, art historian and critic, and Director, Guggenheim Museum of New York. (Note: A collection of modern paintings from the Guggenheim Museum will be exhibited during the convocation.)

3:45 P.M. Coffee Hours

An Hour with Perry Miller

Chairman: Tom Skornia, President of Friars.

Panel Members: Charles H. Foster, Charles G. Cleaver, Alan R. Jones, and William Reese all of the faculty of Grinnell College.

An Hour with James Johnson Sweeney

Chairman: Mary Winn Risser, President of Mortar Board.

Panel Members: Professors Curtis B. Bradford, Richard Cervene, and Paul Kuntz of the Grinnell faculty, and Professor Lester D. Longman, chairman of the Department of Art, University of Iowa.

A Recital of Modern Music

Participating: Professors Horace Alwyne, Betty Crossley, Norman Goodbrod, Richard Howe, and Don Jones of the Grinnell faculty, and Burrill Phillips, Professor of Music, University of Illinois.

8:30 P.M. Musical program: Todd Duncan and Theresa Green, distinguished concert artists with Professor Richard Howe, pianist, and the Grinnell College Choir under the direction of Professor Don Jones.

Saturday, October 26

9:00 A.M. Symposium: The Individual in an Age of Organizations

Chairman: Joseph N. Welch '14, Lawyer, Honorary chairman of the convocation.

Address: David Riesman, Professor of Social Science, University of Chicago, and author of The Lonely Crowd; Faces in the Crowd; Thorstein Veblen; and Individualism Reconsidered.

Address: William H. Whyte, Jr., Assistant Managing Editor, Fortune Magazine, author of The Organization Man; Is Anybody Listening?; Why Do People Buy? and many articles.

Discussion Panel: Liston Pope, Dean of the Yale Divinity School; James A. Pike, Dean of the Cathedral of St. John the Divine, New York; and Mr. Riesman, Mr. Whyte, and Mr. Welch.

11:00 A.M. Chairman: Joseph N. Welch

Address: Edward R. Murrow, Radio and television reporter, news analyst, and program director, Columbia Broadcasting System.

12:00 A.M. Parents' Luncheons

Parents' luncheon (parents of men)

Chairman: John W. Norris '25, President, Lennox Industries, Marshalltown, Iowa, and President of the Board of Trustees of Grinnell College.

Greetings: James Hautzinger, President of the Council of House Presidents.

Address: Neal W. Klausner, Miller Professor of Philosophy, Grinnell College.

Parents' luncheon (parents of women)

Chairman: John R. Heath, lawyer, Chicago, Trustee of Grinnell College, and Program Chairman of the convocation.

Greetings: Mary Emily Hannah, President of the Women's League Board.

Address: Harold L. Clapp, Professor of Modern Foreign Languages, Grinnell College.

2:15 P.M. Football

4:30 P.M. President's reception for parents

6:00 P.M. Alumni Dinner

Chairman: Dick Ullrich '32, President of the Alumni Association.

Presentation of Alumni citations, John W. Norris '25, President of the Board of Trustees.

Address: Gardner Cowles, President, Cowles Magazines, Inc., President, Des Moines Register and Tribune, Publisher and Editor, Look.

8:30 P.M. Play: Doctor Faustus by Christopher Marlowe

9:00 P.M. Dance

Sunday, October 27

9:00 A.M. College church

Preacher: James A. Pike, Dean of the Cathedral of St. John the Divine, New York, former lawyer, and author of Beyond Anxiety; Doing the Truth; The Church, Politics, and Society; and other books.

10:30 A.M. College church

Preacher: Liston Pope, Dean of the Yale Divinity School, author, Millhands and Preachers, former editor, Social Action, associate editor, Christianity and Crisis.

2:00 P.M. Academic Convocation

Address: Joseph N. Welch '14, lawyer, army counsel in Army-McCarthy hearings.

Awarding of honorary degrees

August 6, 1957

Transportation

to and from Grinnell, Iowa

The following information is to help you plan your trip to Grinnell. The exact times are as of August 1 and may change before October.

Grinnell is on the main line of the Rock Island Railroad between Chicago and Denver. Trains from Chicago run on the following schedule.

Lv. Chicago	Ar. Grinnell
2:00 P.M.	6:49 P.M.
5:00 P.M.	10:30 P.M.
10:00 P.M. *	8:17 A.M.

*This train carries modern sleeping cars to Des Moines on which passengers may remain until 8:00 A.M. It is necessary to change at Des Moines for Grinnell leaving Des Moines at 7:15 A.M. and arriving at Grinnell at 8:17 A.M.

Lv. Grinnell	Ar. Chicago
8:17 A.M.	1:15 P.M.
3:02 P.M.	8:30 P.M.
9:30 P.M. *	5:00 A.M.
2:30 A.M.	8:50 A.M.

*This train carries modern sleeping cars to Chicago on which passengers may remain until 7:00 A.M. Sleeping car service is not available on Saturdays.

There is no air line service to Grinnell. The nearest service is by United Air Lines to Des Moines. If you come by air, we can meet your plane in Des Moines. The present schedule is as follows:

(Midway airport) Lv. Chicago (Chicago time)	Ar. Des Moines
7:15 A.M.	8:52
10:15 A.M.	11:47
11:40 A.M.	12:47
1:45 P.M.	3:14
3:25 P.M. (except Sat.)	4:10
8:00 P.M. (non-stop)	8:45
8:50 P.M. (Sat. only)	10:22
9:05 P.M. (except Sat.)	10:12
12:00 P.M. (except Sun.)	1:47

Lv. Des Moines	Ar. Chicago (Midway airport) (Chicago time)
6:25 A.M. (except Sun.)	9:25
6:00 A.M. (Sun. only)	9:25
8:05 A.M.	11:35
9:35 A.M. (non-stop)	12:10
11:40 A.M.	3:10
1:05 P.M.	4:10
2:10 P.M. (except Sat.)	4:45
5:05 P.M. (except Sat.)	7:40
9:10 P.M.	12:40

June 28, 1957

Dear Howard:

Before taking off on a fishing trip with Casey, I would like to reply to your letter inviting me to come to Grinnell College.

This is just a note to tell you that I will be happy to accept your kind invitation, and can be there to give my address on Saturday, October 26.

With best regards,

Sincerely,

Dr. Howard R. Bowen, President
Grinnell College
Grinnell, Iowa

fc

April 16, 1957

Dear Howard:

Very many thanks for your cordial letter of April 8th.

I am deeply flattered by your invitation to attend the convocation next fall during the period October 24-27, and I am tempted to accept forthwith with thanks. However, I am not sure whether I shall be in the country at that time.

As you may have observed, the changed format of my SEE IT NOW program requires me to do quite a bit of traveling, often at short notice.

I am hoping that perhaps my plans will be more or less firmed up by the latter part of June and if that will not be too late for you, I would like to leave my final answer until then.

With best regards,

Sincerely,

Dr. Howard R. Bowen, President
Grinnell College
Grinnell, Iowa

fc

GRINNELL COLLEGE
GRINNELL, IOWA

OFFICE OF THE PRESIDENT

April 8, 1957

24th Thursday
27 Sunday.

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York 22, New York

Dear Ed:

On behalf of the faculty and trustees of Grinnell College, I am happy to invite you to our campus to receive the honorary degree of LL.D. This is in recognition of your unique contributions to public understanding of the great issues of our time.

We are planning an important convocation next fall during the period October 24-27, 1957. We should particularly like to have you present at that time to receive the degree and to make an address. The audience of perhaps two thousand people will include students, alumni, parents, and leaders of all branches of professional and public life. Your address could be at any convenient time during the period of the convocation.

We expect this convocation to be a significant milestone in the progress of liberal education in this area. We shall try hard to present the liberal arts as effectively as we can, in relation to the development of American culture and the interpretation of public issues. We expect to present eminent speakers representing the humanities, the sciences, and public affairs.

I know that it would be a considerable effort, and a personal sacrifice, for you to make an appearance of this kind. But I sincerely believe, Ed, that your presence here on this occasion would be worthwhile in terms of what you would be able to accomplish for higher education. It is even possible that you would find useful program material here -- especially in view of the impending crisis in higher education. If you would find Iowa, or a small independent college, useful in this way, we should be happy to cooperate in any way.

I do hope you will be able to come. It would be a source of great personal pleasure to see you. If you could bring Janet, both Lois and I would be happy to have you as our guests.

If you would care to discuss the matter with me, I should be glad to see you when I am in New York in a few weeks, or we could talk about it by phone.

With warm personal regards,

Yours sincerely,

Howard

Howard R. Bowen
President

HRB/jh

May 1, 1957

Dear Howard:

Many thanks for your cordial letter of April 22nd.

I will certainly let you know as soon as I possibly can whether I shall be able to speak at your convocation next October 24-27, and I think it may be possible to determine the matter by the time I go off the air at the end of June.

I am delighted to learn that my good friend, Joseph Welch, is to be at the convocation.

With best regards,

Sincerely yours,

Dr. Howard R. Bowen, President
Grinnell College
Grinnell, Iowa

fc

GRINNELL COLLEGE
GRINNELL, IOWA

OFFICE OF THE PRESIDENT

April 22, 1957

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

I was delighted to know that you look favorably on our invitation to you to receive an honorary degree and to speak at our convocation next October 24-27.

You should feel entirely free to take your time in determining whether you can come. Late June will be soon enough for us to have your decision.

You may be interested to know that Joseph N. Welch, who is an alumnus of Grinnell, is to be honorary chairman of the convocation and is to be one of the speakers.

With regards,

Howard

Howard R. Bowen
President

HRB/jh

May 10, 1957

Dear Mr. Welch:

And may I say to you, sir, that the prospect of sharing the platform with you at Grinnell will cause me to make every effort to be there, and also cause me to labor mightily in the effort to prepare a few remarks that will not, I hope, be offensive to your ears.

Sincerely yours,

Mr. Joseph N. Welch
60 State Street
Boston 9, Massachusetts

rh

HALE AND DORR
COUNSELLORS AT LAW

TELEPHONE HUBBARD 2-3300
CABLE ADDRESS "HAFIS"

DUDLEY H. DORR
ROGER D. SWAIM
REGINALD HEBER SMITH
GEORGE W. WIGHTMAN
VIRGIL C. BRINK
JOSEPH N. WELCH
DANIEL L. BROWN

GRAFTON L. WILSON
LUCIUS E. THAYER
EDWARD J. KEELAN, JR.
DAVID BURSTEIN
JOHN T. POWELL
EDMUND BURKE
A. FREDERICK RICHARD

C. KEEFE HURLEY
RAYMOND B. ROBERTS
SAMUEL S. DENNIS, 3D
CARL H. AMON, JR.
JAMES D. ST. CLAIR
PAUL F. HELLMUTH
HERBERT W. VAUGHAN

ANTHONY BRAYTON
GEORGE H. FOLEY

RICHARD G. DORR
CARLTON W. CHAMBERLIN

JOHN A. DOLAN
FREDERICK G. FISHER, JR.

JOHN KIMBALL, JR.
JAMES A. BRINK
JOHN CHRISTOFORO

JOHN E. LAURSEN
NORMAN B. ASHER
JOHN F. COGAN, JR.

REMSEN M. KINNE, III
ROBERT J. RICHARDS

60 STATE STREET, BOSTON 9

April 29, 1957

Dear Mr. Murrow:

Some correspondence with President Bowen of Grinnell College makes it seem possible that you and I might share the same platform at Grinnell this Autumn.

May I say to you, Sir, that I would call it a high honor to be with you on that occasion, and that I hope you will be able so to run your hectic life that you will be there.

Sincerely,

J. N. Welch

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

cc President Howard R. Bowen
Grinnell College
Grinnell, Iowa

COPY

FROM THE OFFICE OF

HALE AND DORR

60 STATE ST., BOSTON 9

April 29, 1957

Howard R. Bowen, Esquire
President, Grinnell College
Grinnell, Iowa

Dear Mr. Bowen:

I have your letters of April 19th and 22nd, and a copy of Mr. Murrow's letter to you.

I have a high regard for Mr. Murrow, and the prospect that he may be on this program increases the attractiveness of your invitation.

Sincerely,

J. N. Welch

cc Mr. Edward R. Murrow
485 Madison Avenue
New York, New York

Hamilton College
Eng Fact

HAMILTON COLLEGE
CLINTON, NEW YORK
Offices of Administration

THE PRESIDENT

June 11, 1954

Dear Mr. Murrow:

How can I thank you for the grand job you did for us on Sunday? We are all deeply appreciative of your generosity in taking out two whole days for a visit to Hamilton. We are proud to count you among our honorary alumni. We hope that the excessive round of hospitality was not too wearing.

Mrs. McEwen and I were delighted to have a least a few minutes with your good wife and yourself. We hope that our paths will continue to cross.

~~Most~~ gratefully,

Robert W. McEwen

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

NIGHT LETTER

JUNE 2, 1954

RICHARD MUNIZ
HAMILTON COLLEGE
CLINTON, NEW YORK

MR. MURROW SORRY BUT STANDS BY DECISION THAT SPEECH SHOULD NOT BE BROADCAST. AS I EXPLAINED TO YOU OVER PHONE IT IS HES GENERAL POLICY AND HE DOES NOT WANT TO DEPART. WILL YOU INFORM MR. DORENUS WHEC WHO CALLED AFTER YOU THIS AFTERNOON.

DOROTHY MCDONOUGH
SECRETARY.

1-13-7

WHEC
Mr. Doremus

JUNE 2, 1954

ELLIOTT STEWART
WIBX
UTICA, NEW YORK

GRATEFUL YOUR LETTER MAY 26 BUT WOULD RATHER THAT MY HAMILTON COLLEGE SPEECH WERE NOT BROADCAST. I FEEL STRONGLY THAT ONE AUDIENCE OR THE OTHER ALWAYS SUFFERS AND WOULD PREFER TO CONCENTRATE ON GROUP BEFORE ME. THANKS AND REGARDS

ED MURROW
1-13-7

JUNE 4, 1954

RICHARD MUNIZ
HAMILTON COLLEGE
CLINTON, NEW YORK

TITLE OF MURROW SPEECH QUOTE THE RIGHT TO BE WRONG UNQUOTE.

SORRY NO TEXT.

D.MCDONOUGH

1-43-7

HAMILTON COLLEGE

CLINTON, NEW YORK

BUREAU OF PUBLIC RELATIONS

June 1, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

First, let me add my personal welcome to that of President McEwen and say that I am very happy that you will be Hamilton's commencement speaker this year. I have been a partisan member of your audience since the 1952 campaign and on through the McCarthy battle -- which I hope you have not yet finished.

I am writing to request, for advance news stories, either the title or the subject of the talk you will deliver here next Sunday. If you are going to have a prepared text, I would also like to have a copy to reproduce for the press here (I will need about 15 copies); if you are not, I hope you will permit me to record your talk at the exercises.

Your words being of interest not only to the graduates but also to our alumni, I hope you will let me quote you at length in the post-commencement issue of our alumni magazine.

Under separate cover I am sending you a copy of the May Alumni Review, which reports on the coming weekend.

Cordially yours,

Richard Muñiz

Richard Muñiz
Director

RM:ejk

WIBX THE **CBS** STATION FOR THE UTICA-ROME METROPOLITAN AREA

The Voice of the Mohawk Valley

First National Bank Building
Utica 2, New York
•
Telephone 2-2101

May 26, 1954

Not broadcast
[illegible]
[illegible]

Mr. Edward R. Murrow
CBS Radio
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

Dr. McEwen of Hamilton College, Clinton, N. Y., has invited us to broadcast your talk at the commencement exercises at Hamilton College on Sunday, June 6, at approximately 2:30 p.m. We would be delighted to do so provided your talk does not exceed thirty minutes and provided you are willing to have us do so.

If agreeable, our plan is to tape the talk for delayed broadcast the same day on Sunday, June 6, at 8:30 p.m.

It would be our pleasure to be of service to you in any way possible. Will you please give me an answer as soon as convenient so we can make immediate plans.

Best wishes.

Sincerely

Elliott Stewart

Elliott Stewart
Executive Vice President
and Station Manager
WIBX and WIBX-FM

ES/mds

HAMILTON COLLEGE

CLINTON, NEW YORK

THE PRESIDENT

May 19, 1954

Dear Mr. Murrow:

I did enjoy our hour at lunch in New York a fortnight ago. I have taken you up on your suggestion that you would enjoy meeting a group of students while you are on College Hill. The only chance, as I suggested at luncheon that day, will be at nine-thirty on Sunday morning. The session will be in a fraternity house and can go on for an hour if you like. My guess is that there will be about forty seniors and we will limit the group to members of the senior class. The boys were delighted with the idea!

I presume that Richard Muniz of our Public Relations staff will bother your office if he has not already done so to request a manuscript or such excerpts as you would want released to the press. We won't need it until just a few days before June 6.

Looking forward to seeing you here,

Cordially,

Robert W. McEwen

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Honorary Degree File

HAMILTON COLLEGE
CLINTON, NEW YORK
Offices of Administration

THE PRESIDENT

April 27, 1954

Dear Mr. Murrow:

I can't spare the hour or two required for a proper answer to the enclosed bitter practical joke but I thought it would amuse our Commencement speaker. I would hope that the college administrators who see this would be sharp enough to recognize it for what it is.

Looking forward to seeing you at luncheon next Tuesday,

Sincerely,

Robert W. McEwen

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Enclosure

The University Club
One West Fifty-Fourth Street
New York 19, N.Y.

April 14, 1954

Dear Mr. Murrow,

Through Biff Bates I tried to discover whether, by some chance, you might be free for luncheon while I am in town this week. Am not at all surprised that you are not! I have asked him to try again for my next trip a few weeks hence.

Your handling of the junior senator on last night's "See It Now" was superb. The tide is turning, I firmly believe, and much of the credit goes to you. We are proud indeed that you are willing to speak at our commencement exercises in June.

Cordially,

Robert W. McEwen

Robert W. McEwen
Hamilton College

Mr. Edward R. Murrow,
C.B.S.
New York, N.Y.

Mr. M, Bates called and asked whether you were free to lunch on Wed. or Thurs. of this week... told him you had Peabody and Boston.

dmcd 4/15

ALFRED KOHLBERG INC.

Textiles

TELEPHONES
WISCONSIN 7 { 8477 8478 8479

1 WEST 37TH STREET AK JUST OFF FIFTH AVE.

NEW YORK 18, N. Y.

April 22, 1954

To the President or Dean in Charge of Commencement Exercises,

My dear Doctor:

As everyone knows, this year's favorite subject for Commencement addresses will be "Opposition to Conformity in Thinking." This takes various forms, naturally, covering such matters as academic freedom, McCarthyism, investigations of subversives, etc., all presented on the highest intellectual level.

The names of Justice William O. Douglas, former Governor Adlai Stevenson, and Senator Herbert Lehman, immediately come to mind, along with such second-stringers as Henry Steele Commager and Robert M. Hutchins of the Ford Organization. You can't go wrong with any of them.

Should you not be able to secure one of these publicized stars for Commencement, may I be permitted to offer my services? So that you will know what to expect, I submit herewith a copy of my popular Commencement address, "Black Silence of Fear," which I'm sure you will appraise as a distillate of the combined wisdom of most name speakers of liberal persuasion.

As the demand for my services is likely to be overwhelming, I suggest that you wire your invitation without delay. Bookings will be made on a first-come, first-serve basis.

Very truly yours,

Alfred Kohlberg

Alfred Kohlberg

AK:am
enc

P.S. Although I cannot endow you with a new Liberal Arts Building, dormitory, etc., for a honorary degree, I can, at least, present you with a Lobby.

ALFRED KOHLBERG
1 WEST 37TH STREET
NEW YORK 18, N.Y.

The Black Silence of Fear[1]

Mr. President, Faculty Members, Alumni, Students and Friends:

I wish to address myself particularly to you young men and young women who are going forth today to make your way in the world.

Once, not many years ago, when I addressed young people at graduation time, I could assure them of a bright and attractive future. The sheepskins they bore raised them above the common herd, and the learning they had acquired was dedicated to the building of a new social order. Most of those who faced me at previous commencements went on to fight the good fight in government, while the rest fought in Europe, Asia, Africa, the South Pacific and Korea.

Now all that is changed. As we look about us what do we see?

Reaction is on the march to strip the Nation of its natural resources, to cripple our great social welfare programs, to undermine the rights of labor, and to eliminate government aids to the underprivileged. The Communists and the reactionaries find common cause in their opposition to the cause of freedom.[2]

There is a reign of terror abroad in the land, and only a few voices are raised against it. There is an inquisition into the views of scholars, writers, actors, editors and journalists, but we do not know what to do about it. Oh, my friends, we must rally to defend not only the innocents unjustly accused, but the cause of freedom itself. Instead we have given license to traveling troupes of congressional inquisitors to pry into the lives, the morals, the thoughts and the beliefs of scholars, teachers, writers and ministers, to detect whether they may not have had, in the distant past, some unorthodox thought, or some wrong or non-conformist belief.[2]

Yes, my friends, terror is abroad in the land, and liberals are the victims of a campaign of suppression and oppression aimed at chauvinistic thought control. It is a black fear fostered by so-called 100 percent Americans who want to impose their stupid mental regimentation on every liberal idea and smear every decent American as a communist.

The Bill of Rights is besieged, ancient liberties infringed, reckless words uttered, vigilante groups are formed, suspicion, mistrust and fear stalk the land, and political partisanship raises strange and ugly heads, the security of secret files is violated, and the specter of a political police emerges.[1]

What would Patrick Henry and Sam Adams and Thomas Paine and John Randolph and Benjamin Franklin and Alexander Hamilton and Thomas Jefferson say if they were here to witness today's spectacle? Those early American patriots welcomed new ideas from whatever source. We are in heroic company. However thin our ranks, they are thus strengthened by a mighty host.[2]

The Communist threat inside the country has been magnified and exalted far beyond its realities. The philosophy of strength through free speech is being forsaken for the philosophy of fear through repression. Character assassinations have become common. Good and honest men are pilloried.[1]

Those accused of illegal Communist activity -- all presumed innocent of course until proved guilty -- have difficulty getting reputable lawyers to defend them. Fear has mounted. This fear has even entered universities, great citadels of our spiritual strength, and corrupted them. We have the spectacle of university officials lending themselves to one of the worst witch hunts we have seen since early days. This is the Black Silence of Fear.[1]

Shame on them.

Look about you. Here on this very campus you will find victims of warmed-over charges made by character assassins.

I need not tell you how members of the teaching profession have suffered and the agonies they have endured at the hands of the McCarrans, the McCarthys, the Jenners, the MacArthurs and the J. Edgar Hoovers. Yet, I say, thank God the officials of this college had the backbone to stand up to those witch-hunters, and thereby vindicated not only academic freedom but civil liberties and the Fifth Amendment.

Education is impossible in many parts of the United States today because free inquiry and free discussion are impossible,....the teacher of economics, history or political science cannot teach. Even the teacher of literature must be careful. Didn't a member of Indiana's Textbook Commission call Robin Hood subversive?[6]

In many places it is unwise for a teacher to agree with Vice President Nixon about racial discrimination, or with Chief Justice Warren about health insurance. What teacher would dare to say what Secretary of State Dulles has said about the ultimate admission of Red China to the society of nations? Teachers are becoming second class citizens. In many states they are required to take special oaths that they have not been disloyal. Why not ask them to take oaths that they have not been robbers or prostitutes?[6]

Loyalty Oaths are a part of a rather fat-headed, feeble-minded, though not altogether depraved pattern peculiar to American life. By these oaths we put a premium on conformity. This results in a society of second-class citizens unable to voice their real opinions, although the only kind of advice a society needs is unpalatable advice.[3]

The teaching profession is being attacked by neurotics, the intellectually deprived, and common scolds. Any disagreement with my views is bound to be inconsequential, if not an actual display of lack of basic insight. They seek to tell us that our obligations include answering when spoken to, minding our own business, expressing admiration for all Senators and Congressmen, doing what we're told, staying out of politics, working quietly yet gaily for low pay, condemning Communism, being brave, fearless, outspoken and critical at the risk of disapproval by those who urge us to be fearless, rousing the moral enthusiasm of American Youth, providing them with spiritual values, teaching them to love their country and their parents, all under the happy stimulation of sneers, threats, insults and attacks. Authoritarianism is no sweeter in its effects on individuals, merely because it carries the backing of a government with a democratic constitution.[7]

These are times when nobody wants to be criticized by anybody for anything, for it is now almost as bad to be "controversial" as it is to be a spy or traitor.[6]

Each day some new name is pointed out in the press by a Congressional investigating committee as a person it is trying to prove is a Communist. I wonder whether this is really routing out dangerous people, or merely creating uncertainty about more or less harmless people?[8]

Opposed to these gentlemen and scholars what have you got? The answer, my learned friends, you all know -- McCarthyism.

The black evil of McCarthyism has captured the imagination of the American people.[9]

An imposing array of imitators, admirers and supporters have gathered in their cause. The blind and bigoted purveyors of hate and prejudice in our land have joined the anti-Communist crusade as a likely caravan for their own evil designs. Neighbor has been set against neighbor. Fear and suspicion have replaced trust and confidence. They have invented the multiple untruth, the splattering smear, the trial by headline, the intimidation by innuendo, the grisly black-mail by threat of subpena. Freedom of association has been rubbed out in favor of guilt by association.[10]

The only danger we still face from the Communists is from possible espionage, sabotage and overt conspiracy. The detection of these activities is the responsibility of our security and police forces. This certainly is not a proper responsibility for Congressional committees sitting as judge, jury and prosecutor.[10]

And now we have McCarthy destroying the morale of the American Army into which many of you will shortly be inducted. By charging that the Army coddled Communists, McCarthy has accomplished what his fellow Fascists, Hitler, Mussolini, Syngman Rhee and Chiang Kai-shek failed to do.

But I am sure that the Army never coddled Communists at all deliberately. Not any more than previous Democratic Administrations ever coddled a single subversive, a single traitor or a single spy, deliberately.[13]

Meanwhile, as the inquisitors rant and rave, our beloved civil liberties are ground in the dust, the rights of man are violated, and the four freedoms guaranteed to us in our Constitution and Magna Charta are destroyed. So effective has been the work of the self-appointed vigilantes, flagwaving superpatriots and ultra-nationalists that today liberals cower in fear,

not daring to open their mouths for fear that they will be hauled before reactionary browbeaters to be insulted and threatened.

But our illness goes deeper than any one man. It is a malady of the soul that summons all the evil forces of the Inquisition, of the Cheka, of Hitlerism, of Stalinism, of the Ku Klux Klan, and all those nauseous forces which claim dominion over the conduct and the souls of other men.[12]

The sinister significance of McCarthyism, the pro-fascist, anti-Communist crusade has an organic relationship with the frenzied preparations for aggressive war -- the ringing of the Soviet Union and Peopie's China with air bases, the sabotage of peace in Korea, the attempt to extend the war in Indo-China, McCarthyism points toward atomic war and national devastation.[11]

By confusing the masses with fantastic redbaiting and denouncing everything progressive as disloyalty, Dulles and Brownell are the blood brothers of Senator McCarthy. The attack upon Truman is in reality an attack upon the whole labor movement. Freeing ourselves from the Big Lie that the U.S.S.R. is a military menace, we must accept the realistic policy of international negotiations on the basis of the peaceful co-existence of the U. S. and the Soviet Union.[11]

The issue, believe me, is not communism. However, don't misunderstand me. I hate communism. Indeed, despite what McCarthyites may say, I am not now, I have never been and I would not think of becoming a Communist. Nor am I sympathetic with any totalitarian ideas, nazi, or fascist. If in the past my name was mistakenly connected with alleged communist front organizations it only proves that there is nothing more undemocratic than guilt by association, as was so eloquently pointed out not long ago by Professor Henry Steele Commager. Therefore I say to you that the real issue is not communism but academic freedom, guilt by association and book burning.

In making this statement, I realize that I incur the undying hatred of the native-born fascist storm troopers who like nothing better than to lynch liberals like myself. However, I scorn them and thus take my place alongside those six bold men, unterrified scholars all, who stood shoulder to shoulder as they wrote a book in which they proved conclusively that they found it was no longer possible for them to express a sensible idea.

Our present day wrecking-crew may knockout one of the props of our democratic system -- the right of petition. After all, if a petition for clemency for the Rosenbergs, for example, or for the abolition of the Un-American Activities Committee is to expose men and women to investigation, to the charge of subversion, they will think twice before signing anything.[14]

And who wants to think twice?

Do you realize what this is doing to American prestige abroad? I recently returned from a tour of several months in Europe and Asia where I heard everyone expressing fear not of communism, but of McCarthyism.

Europeans think they recognize America's dominant mood in inquisitions, purges, book burning, repression and fear which have obscured the bright vision of the Land of the Free and the Home of the Brave.[15]

The United States will never win the peace until it has done away with the witchhunt and the merchants of hate. Men and women are being condemned today on the basis of hearsay, innuendo and guilt by association. Men are adjudged on the whispered accusations of faceless people not known to the accused. Anyone -- a Communist, a Socialist, a liberal or just a plain Yankee who does not like this business of the witchhunt and who shouts his protest -- are all put in the same classification. These actions have made us suspect abroad.[5]

How is the United States to fulfill the obligation which history has thrust upon her? Only a committee of experts in the broad and complex field of foreign policy could work out a specific blueprint. The Eisenhower Administration has adopted, almost in toto, the foreign policies of the Truman and Roosevelt Administrations. Those who think in terms of absolutes concoct Wall Street bankers to account for the first WorldWar, a Roosevelt conspiracy to account for Pearl Harbor, a Yalta sell-out to account for the cold war with Russia, and an Acheson-Lattimore conspiracy to account for the triumph of Communism in China.[16]

Fifteen years ago, President Roosevelt, in a historic addresssaid: "America hates war. America hopes for peace. Therefore America actively engages in the search for peace." This statement marked the birth of our present foreign policy. We are still pursuing those ends. They have led us through World War II and into Korea.[17]

This nation is being weakened by the excesses of our investigating committees, fantastic charges of treason against our most honored statesmen, the obscene spectacle of distorted denunciation, the hysterical fear of Communist subversion, the erosion of civil liberties, the daily affront to human dignity.[19]

The contagion of meanness growing from hysterical fear of Communism at home is being spread to the very shield of the republic, our foreign policy.[19]

I have just completed the manuscript of a new book. It is entitled: MORE FEAR ON THE CAMPUS. This is a sequel to my previous book FEAR ON THE CAMPUS, which was a best seller for many months and a selection of a well-known book club.

In this latest book I propound some wonderful ideas which I'd like to discuss briefly today. As we all know, since Senator McCarthy has been dictating our foreign policy we have alienated 800,000,000 progressive and peace-loving peoples of the world. We have lost not only the good will and the vast trade of Soviet Russia and the democratic nations of Europe, but also the 400,000,000 Chinese who work happily under the enlightened leader, Mao Tse-tung.

This we must stop. We must get back in step with the new social order in which there is no capitalist exploitation of the masses, no Wall Street imperialism, and in which academic freedom can flourish.

How can we do this? Let us take as our example the electrifying spectacle of people willing to avail themselves of the Fifth Amendment because they believe in the Constitution. Because, never let it be forgotten for one minute, that once the fascists finish with the communists, they will start in on Catholic priests, Protestant ministers, Jewish rabbis, college professors and innocent little babies.

The demagogs and irresponsibles have made such inroads upon our entire structure of liberties, and our entire fabric of moralities as will not be easily repaired for some time to come. Do I need to name these demagogs and irresponsibles? You know their leading spirits as well as I do -- McCarthy, Jenner, Velde.[10]

I maintain that we must have a new way of doing things, to protect the rights of our mental minorities. We must of course do away with star chamber proceedings and kangaroo courts. Instead, I recommend that we have all hearings on alleged communists conducted by liberal radio commentators. In this way, not only civil liberties would be protected, but we would have a new birth of freedom of expression in the arts, sciences and professions.

That is my plan to protect people accused by primitives and flagwavers. But how about fighting the lesser evil, communism?

The real answer to Communism is in the old fashioned phrase good works -- good works inspired by love and dedicated to the whole man.[18]

This plan would have another great advantage, one that gives it great merit in the field of psychological warfare. By thus showing our confidence in communists we might well lull the justified suspicions of the Politburo, so that Molotov would be willing to join us in another conference.

Admittedly, of course, most of the tensions between east and west have been caused by American atom-rattling and threats, not to mention our McCarthy-like demagoguery abroad, which in the case of Korea caused the South Koreans to swarm across the border forcing the peace-loving North Koreans to defend themselves.

However, I am sure that if we can persuade President Eisenhower to impeach Senator McCarthy we can then go on to the next step of creating harmony at home.

It is from the British that we have inherited the concept that a man is innocent until he is proven guilty. Today crude and sinister men are trying to destroy this concept and to shake the very foundation of our freedom based on the due process of law. Witch hunters are on the loose again, often cloaked with immunity and armed with subpoenas and the cruel whiplash of unevaluated gossip.[20]

Let us have an end to the pussyfooting that has been going on about the use of the methods of tyranny in a democratic country.[19]

Let us join with peace-loving peoples around the world in bonds of true international brotherhood.

1 - Justice Wm. O. Douglas, N. Y. Times, January 13, 1952
2 - Senator Herbert H. Lehman, U. S. Senate, May 25, 1953
3 - Henry Steele Commager, N. Y. Times, October 10, 1951
4 - Gov. Adlai E. Stevenson, Philadelphia, December 12, 1953
5 - Justice Wm. O. Douglas, N. Y. Times, November 25, 1953
6 - Robert M. Hutchins, Look, March 9, 1954
7 - Pres. Harold Taylor, Sarah Lawrence College, Minneapolis, June 21, 1953
8 - Eleanor Roosevelt, N. Y. World, December 15, 1953
9 - Senator Herbert H. Lehman, before A.C.L.U. panel, Washington, D. C. March 1, 1951
10 - Senator Herbert H. Lehman, U. S. Senate, March 1, 1954
11 - National Committee of the C.P. of U.S.A., Political Affairs, Dec. 1953, page 1
12 - Mark F. Ethridge, The Nation, December 12, 1953, p. 499
13 - Gov. Adlai E. Stevenson, Miami Beach, March 5, 1954
14 - Henry Steele Commager, N. Y. Times, Nov. 8, 1953
15 - Gov. Adlai E. Stevenson, Chicago, Sept. 15, 1953
16 - Henry Steele Commager, N. Y. Times, Feb. 21, 1954
17 - Senator Herbert H. Lehman, U. S. Senate, January 28, 1952
18 - Gov. Adlai E. Stevenson, San Francisco, September 9, 1952
19 - Averell Harriman, Albany, N. Y., April 10, 1954
20 - Pres. Truman, Fulton, Mo., April 12, 1954

Hamilton College

Awards

NEWS FROM
CBS RADIO

485 Madison Ave., New York 22, N.Y.

March 11, 1954

HAMILTON COLLEGE CONFERS DEGREE ON EDWARD R. MURROW

Edward R. Murrow, CBS Radio newsman who holds five honorary college degrees, will receive his sixth, Doctor of Humane Letters, from Hamilton College, Clinton, N. Y., it has been announced by President Robert E. McEwen.

When he addresses the commencement assembly there on June 6, Mr. Murrow will be honored for "the intelligence, honesty and clarity with which he has been broadcasting the news since 1938 and for the programs with which he has made history a living and personal thing."

President McEwen recalled the broadcaster's statement, made in 1947 when he began his five-evening-a-week "Edward R. Murrow with the News" program on CBS Radio: "We will endeavor to assist the listener in weighing and judging developments throughout the world but will refrain from trying to make up the listener's mind for him."

Said Hamilton's president, "It is for his success in maintaining that objective that Hamilton is happy to be able to honor Mr. Murrow."

Mr. Murrow now holds the honorary degree of Doctor of Humanities from Rollins College, Doctor of Law degrees from the University of North Carolina, Muhlenberg College and Washington State College, and Doctor of Journalism from Temple University.

(Mon. thru Fri. at 7:45-8:00 PM, EST)

* * *

Awards

June 6 - speak.

Doctor of Humane Letters

February 8, 1954.

Dear President McEwen:

Many thanks for your kind letter of February 2nd. As you suggest, when my schedule becomes clear I will let you know how much time I shall be able to spend with you.

I would like very much to see you beforehand. Perhaps we could lunch one day when you are in New York.

Cordially yours,

Dr. Robert W. McEwen
President
Hamilton College
Clinton, New York.

HAMILTON COLLEGE

CLINTON, NEW YORK

THE PRESIDENT

February 2, 1954

Dear Mr. Murrow:

Confirming our telephone conversations of last week, I am writing to express our appreciation of your acceptance of the invitation to give the Commencement address at Hamilton College on Sunday, June 6, 1954. The Board of Trustees, at its meeting in New York on Saturday morning, directed me to confer upon you on that occasion the honorary degree of Doctor of Humane Letters.

The whole weekend of June 5-6 is given over to alumni reunions and public ceremonies. We would be happy to have you as our guest at the College for as much of the time as you would care to come. The Baccalaureate Sermon is preached at a Service on Sunday morning at eleven o'clock. It is followed by luncheon at the President's House at which we hope you could be our guest. Then follow the Commencement Exercises at two-thirty o'clock Sunday afternoon. As the time comes nearer and you know your own calendar, I would be glad to know how much time you can give us and whether we can do anything to assist you in transportation.

Years ago, the Commencement "orator" often spoke for an hour or more. Nowadays, we assume that the Commencement address will be somewhere between twenty and thirty minutes. It happens that Jim Hagerty has a son in the graduating class and through Mr. Hagerty we are inviting President Eisenhower to be present on this occasion. If he should come, he would be asked to "charge the graduating class" in a talk of two or three minutes. The pattern would be the same as at the Dartmouth Commencement in 1953. I think it unlikely that he will be able to accept. No other speaking is included in our Commencement program.

Biff Bates tells me that he has promised to send on to you some background material about the College. He is a fair sample of an alumni body whose loyalty to the College is phenomenal. I am sure he will give you more than you will want to read!

We do appreciate your willingness to speak to our seniors and I am looking forward personally to meeting you. I am often in New York. If you would like to get acquainted in advance of Commencement, I would be very happy to drop in at your office.

Cordially yours,

Robert W. McEwen

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Mt. Holyoke College
Awards

May 11, 1955

Dear Miss Green:

I am enclosing herewith the glossy prints and the biography which you requested.

Sincerely yours,

Rebecca Holder
Secretary to
Mr. Murrow

Miss Elizabeth Green
Director of News Bureau
Mount Holyoke College
South Hadley, Massachusetts

MOUNT HOLYOKE COLLEGE
SOUTH HADLEY, MASSACHUSETTS

THE NEWS BUREAU

May 10, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed Murrow:

We are delighted to know that you are at last going to become officially a member of the Mount Holyoke family. I suspect that we are one of the last institutions in captivity to keep the news of honorary degrees until the day of their award; whether or not we soon give way to pressure, this year we are still thinking of making our first announcement of all honorary degrees on Sunday, June 5.

In order to get the attention that such news deserves, we would like material in advance. Can someone in your office send us half a dozen glossy prints of your picture and a recent copy of your biography? We would appreciate having this material within the next week, if possible. And if any professional in CBS wants to offer an amateur advice on how to get adequate attention to our four fine honorary degrees and the Commencement address of Chief Justice Earl Warren, I will accept that gratefully too! In any case we are certainly very much pleased that you are going to be up here in the center of things on the first Sunday in June.

Sincerely yours,

Elizabeth Green

Elizabeth Green
Director of News Bureau

EG/lw

Awards
(Put on list) +

March 18, 1955

Dear President Ham:

I am indeed honored that you wish to confer upon me the honorary degree of Doctor of Laws, and will present myself at Mount Holyoke's Commencement Exercises on June the fifth.

Sincerely yours,

President Roswell G. Ham
Mount Holyoke College
South Hadley, Massachusetts

rh

MOUNT HOLYOKE COLLEGE
SOUTH HADLEY, MASSACHUSETTS

OFFICE OF THE PRESIDENT

March 15, 1955

Mr. Edward R. Murrow,
580 Park Avenue,
New York 21, New York

Dear Mr. Murrow:

It gives me much personal pleasure to tell you that at a meeting of the Board of Trustees of Mount Holyoke College, held on March the fifth, the Trustees voted to confer upon you at the Commencement Exercises on Sunday, June the fifth, the honorary degree of Doctor of Laws, with the hope that you may be able to be present to receive the degree on that day.

I need hardly add that your many admirers on our faculty and on the Board of Trustees will assure you of a warm welcome on this occasion.

Very sincerely yours,

Roswell G. Ham

Roswell G. Ham

This letter is all very formal – but I can add that everyone who knows of the proposal is enthusiastic beyond words, including

R.G.H.

Miller, J. Ro
Northwestern Univ

September 25, 1953

Dear President Miller:

I have just returned from a summer of travel to find your nice letter of June 16.

I enjoyed reading the clippings from the local newspapers and want to tell you again how very sorry I am that I could not be with you on June 15 at Commencement.

With kind regards,

Sincerely yours,

President J. Roscoe Miller
Northwestern University
Evanston, Illinois

ERM:ml

June 30, 1953

Dear President Miller:

This is merely a note to tell you that your gracious letter of June 16 was received just after Mr. Murrow left for his vacation abroad.

I shall bring it to his attention when he returns to the office in September. I know he was extremely disappointed not to be able to come to Northwestern on June 15.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

President J. Roscoe Miller
Northwestern University
Evanston, Chicago

NORTHWESTERN UNIVERSITY
EVANSTON—CHICAGO

OFFICE OF THE PRESIDENT
EVANSTON, ILLINOIS

June 16, 1953

Dear Mr. Murrow:

Thank you for your nice letter of June 4. We were all very sorry that you were not with us on the 15th at Commencement. I am enclosing herewith, clippings taken from the local newspapers telling of the event.

I hope the next time you are in this area you will pay us a visit.

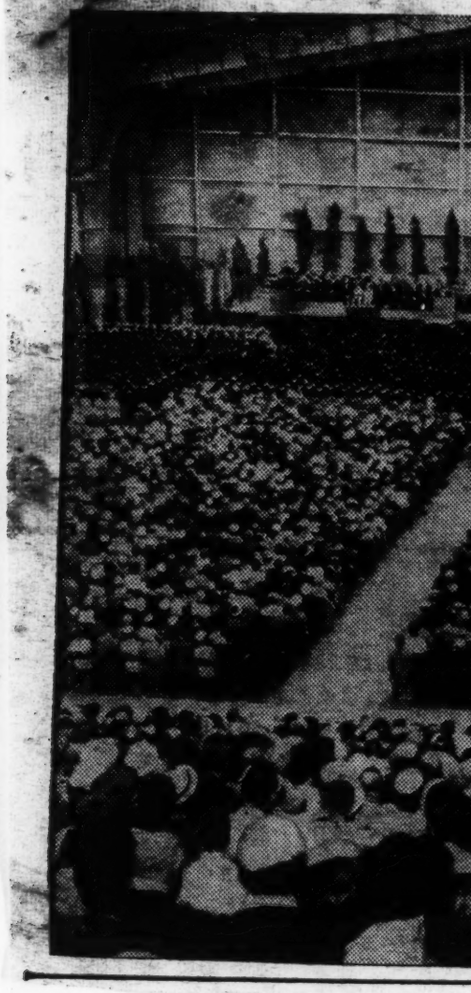
With kind regards, I am

Cordially,

J. Roscoe Miller

J. Roscoe Miller

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York



Heald Asserts U.S. Colleges Must Police Selves

American colleges and universities must put their own houses in order, says Henry T. Heald, New York University chancellor.

Heald addressed a Northwestern University commencement audience of 10,000 Monday in McGraw Memorial Hall. Degrees and diplomas were awarded to 2,592 graduates, and honorary degrees to 11 persons. Heald is a former president of Illinois Institute of Technology.

Heald said many charges of subversion in colleges are wild and exaggerated, but Communists probably do inhabit some campuses.

In defending academic freedom, educators must not shield totalitarianism, he said.

"If we defend a Communist, we do not defend freedom, nor further the fight for truth, nor preserve our universities and colleges for their pursuit of truth," said Heald. "Indeed, we defend the enemy of all these things."

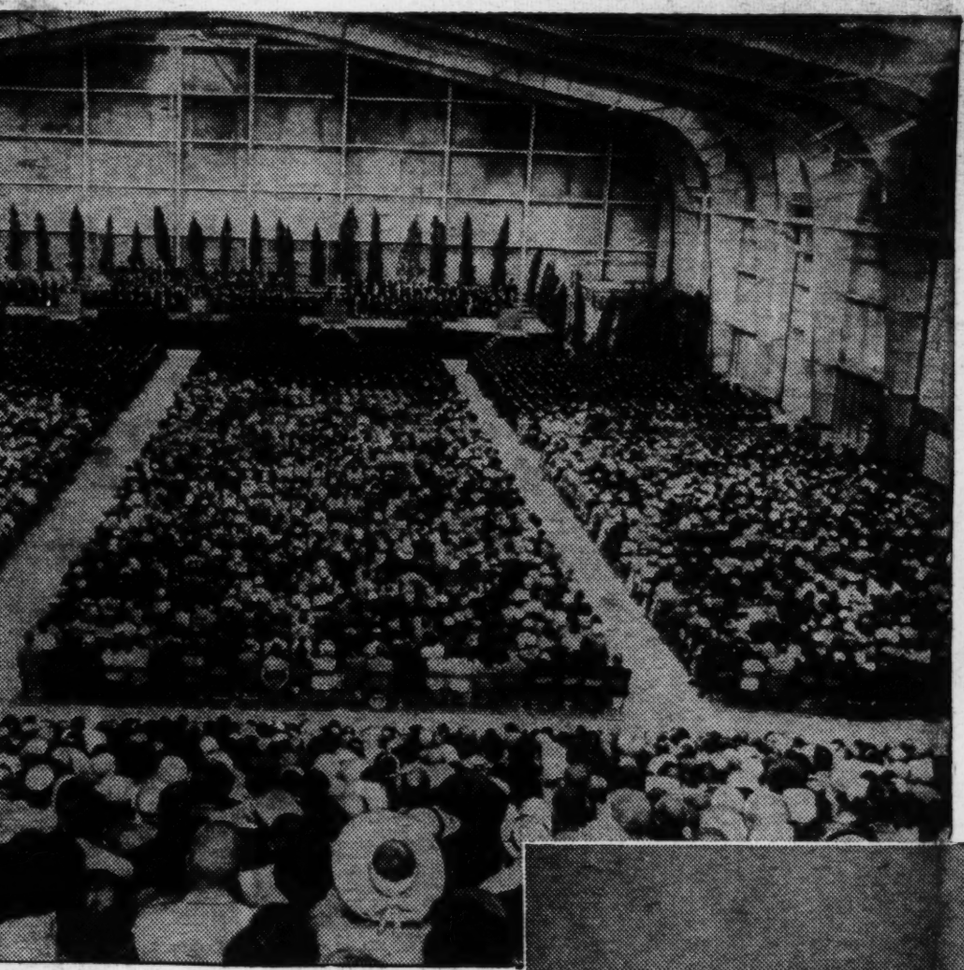
He said educators need not cower before congressional investigating committees, but shouldn't defy them either.

"Congressional committees are duly constituted bodies," he said, "and whatever we may think of their methods, they have the legal right to question us."

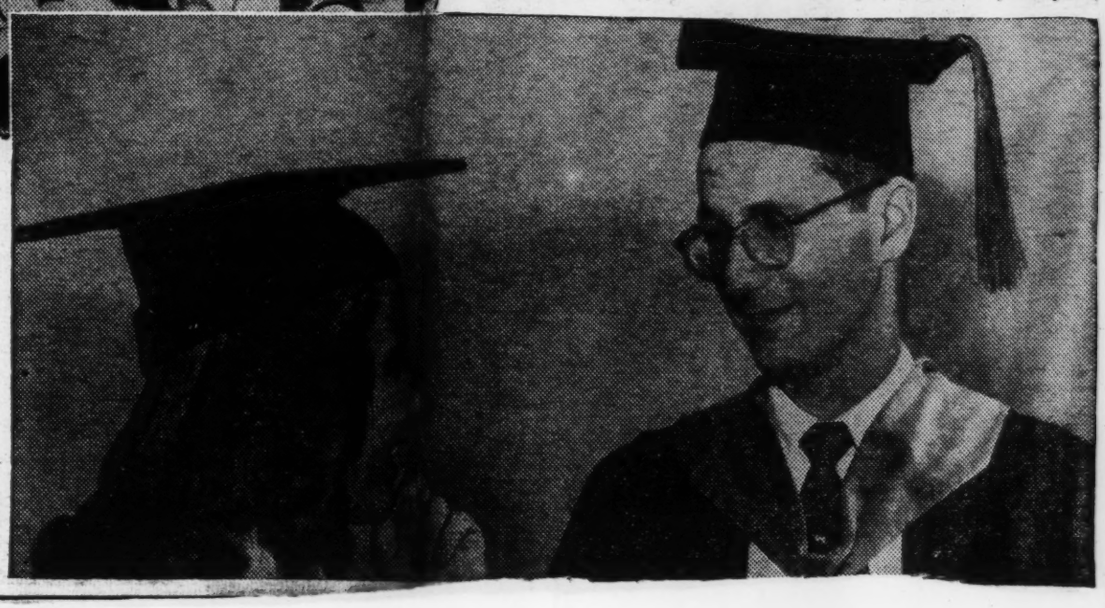
Pictures on Page 20

Illinoisans who received honorary degrees were Walter V. Schaefer, chief justice of the Illinois Supreme Court; Meyer Kestnbaum, Chicago businessman; Benjamin P. Thomas, Lincoln biographer, and Lloyd S. Michael, superintendent of Evanston Township High School.

Other recipients were Loy W. Henderson, U.S. ambassador to Iran; Judith Anderson, actress; Thor Johnson, conductor of the Cincinnati Symphony Orchestra; Bishop Marshall R. Reed, Detroit Methodist leader; Henry Eyring, University of Utah chemist; Frank W. Notestein, Princeton University sociologist, and Andrey A. Potter, dean of engineering at Purdue University.



Only girl in dental school graduating class, Theresa Misenko, 23, reveals her engagement to classmate A. J. Javois. She is from Nanty Glo, Pa.; Javois lives at 2136 W. Howland. (Sun-Times Photos by Carmen Reporto)



DIPLOMA DAY AT NU

It's Northwestern University's 95th annual commencement, but the first to be held in McGaw Memorial Hall. Some 2,592 degrees and diplomas are presented. RIGHT: Joan Zellmer, graduate from Milwaukee, talks to medical school grad whose title is now Dr. Doctor. First name: Leroy.

June 4, 1953

My dear President Miller:

I have just returned from Europe and find myself in one of the most embarrassing situations that I have ever encountered.

Please permit me to explain briefly. During my absence, CBS, as they are entitled to do under contract, committed me to participate in a two-hour television program on Monday night, June 15. This was done because I had followed what I believe to be normal practice in such matters; that is, I had not informed my colleagues of the honor Northwestern proposed to confer upon me. When this situation became apparent while I was still in London, my office made every possible effort to arrange chartered aircraft service to get me back from Evanston in time for the necessary rehearsal and the actual program. This was not possible.

The result of this unhappy set of circumstances is that I shall not be able to present myself at Northwestern to receive the degree. I pray you not to regard this as the decision of a reporter who prefers commercial television activity to the academic distinction you and your colleagues have proposed to confer upon me. Having requested by phone from London that every effort be made to void the contract, and having exhausted the possibilities of my returning to New York in time for the program, I have no alternative but to tell you with the utmost embarrassment and regret that I cannot appear.

I beg you to convey to your colleagues my most sincere apologies for any inconveniences that may have been caused as a result of this regrettable affair and my appreciation for the honor the University would have conferred upon me had I not so thoroughly messed up the arrangements.

Sincerely yours,

President J. Roscoe Miller
Northwestern University
Evanston, Illinois

cc: Donley Fedderson

June 4, 1953

Dear Mr. Feddersen:

I enclose a copy of an ill-written letter to President Miller. It is a wholey inadequate expression of my embarrassment and disappointment. Both Mr. Seward and I made every effort (1) to cancel the television appearance, and (2) to get me back here in time. Neither could be arranged. I am most miserable about the entire affair but have no alternative but to act in what must appear to be a thoroughly churlish fashion. My personal disappointment is the greater because most of my speech training was received from one who had been trained at Northwestern.

When next I have an opportunity to come to Chicago I shall hope for the privilege of personally expressing my regrets both to you and to President Miller.

Sincerely yours,

Mr. Donley F. Feddersen
Department of Radio and Television
Northwestern University
Evanston, Illinois

CBS RADIO

Office Communication

to: Mr. Murrow

om: Mr. Seward

June 1, 1953

I am returning the file containing your correspondence with President Miller and Mr. Feddersen of Northwestern. When I talked with Mr. Feddersen today I explained that CBS had commited you to the Ford program before it learned of your plans to be in Chicago on the morning of June 15 and that, on the basis of these assurances, the construction and writing of the Ford program had been built around you to an extent which made it substantially impossible for the producers to use anyone else. I explained that in the light of this and our inability to work out any means of transportation between Chicago and New York which would permit you to accept the degree as well as attend a dress rehearsal of the program, you had most reluctantly requested me to aquaint him with the situation. Mr. Feddersen seemed most understanding and after we had kicked around the transportation situation for a few minutes he said that he could understand how you had no choice in the matter and he would explain the problem to President Miller. I told him also that you would wish to give him a ring on your return from London.

J.M.S. Jim

rh

PRIVATE WIRE

PLEASE READ INSTRUCTIONS BELOW BEFORE SENDING YOUR MESSAGE.

sending this message please be sure a letter by **REGULAR OR AIR MAIL** would not suffice. Then be brief and indicate the account number to which the e is to be charged. A letter via **REGULAR MAIL** addressed to points in Maryland, Michigan, New Jersey, New York; the New England states, North a, Ohio, Pennsylvania, Virginia, West Virginia, Washington, D. C., Montreal and Toronto, and via **AIR MAIL** to points in other states, will normally he addressee within a minimum of 12 hours and a maximum of 48 hours after it has been mailed from New York City.

es for **WBBM** and **KNX** are normally sent within an hour after receipt in the Communications Room on Mondays through Fridays; messages to other are normally transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the first business day following their receipt in the nications Room, providing the teletype equipment at the receiving point is attended. Mark your message "Today" **ONLY** if faster service to these other is vital.

DATE MAY 29, 1953 19

CHARGE TO ACCOUNT NO. 1 (Div.) 99 (Dept.)

ED MURROW
CBS
LONDON

PROBLEM HAS DEVELOPED BETWEEN NORTHWESTERN AND FORD ANNIVERSARY ACCOUNT YOUR PART EVANSTON CEREMONY RUNNING TO 1:30 NEW YORK TIME MEANS PROBABLE CHICAGO DEPARTURE 3:00 PM AND LAGUARDIA ARRIVAL 6:00 PM. HAYWARD ANXIOUS TO COOPERATE BUT FEELS YOUR PARTICIPATION MONDAY AFTERNOON REHEARSALS AT LEAST ESSENTIAL. WHEN I SUGGESTED POSSIBILITY YOUR WITHDRAWAL FROM FORD PROGRAM HE EXPRESSED GRAVE CONCERN ACCOUNT HAVING BASED CONSTRUCTION AND WRITING ON YOUR PARTICIPATION AND PRACTICAL IMPOSSIBILITY NOW CHANGING APPROACH. WHAT THINK YOU?

McDONOUGH - SEWARD

NORTHWESTERN UNIVERSITY
EVANSTON, ILLINOIS

CHOOL OF SPEECH

May 21, 1953

Talked to Feddersen 5/28 DM.

Dear Mr. Murrow:

I am pleased and honored to learn from the President's office that Northwestern University is awarding you an honorary degree in June, and that I am to have the privilege of being your guide and companion while you are here.

I don't know that Stephen Potter has ever done a treatise on it, but we academics are normally supposed to have a psychological advantage in these affairs, since they take place in our home territory. It was with some dismay that I noted Newsweek's reference to your five previous experiences in your role, and I think it only fair to warn you that I have had none in mine. I can assure you that I know the terrain and will do my best to keep both of us from falling in any open man holes in the vicinity; in turn I will expect you to tug on my gown if I seem on the verge of committing any procedural indiscretions.

Can you tell me when you expect to arrive in Chicago - and whether I can help with hotel reservations? I hope your schedule will permit you to spend some time with us over and above the period of the ceremony itself. Please allocate us as many hours or days as you possibly can spare.

Sincerely yours,

Donley F. Feddersen

Donley F. Feddersen, Chairman
Department of Radio and Television

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

NORTHWESTERN UNIVERSITY
EVANSTON—CHICAGO

CE OF THE PRESIDENT
VANSTON, ILLINOIS

April 30, 1953

Dear Mr. Murrow:

I wish to tell you how pleased we are that you can be with us at Commencement on June 15, and receive an honorary degree of Doctor of Laws. Mr. Donley Fedderson will be your guide and special companion during the day, and at the appropriate time will present you for the degree. No response will be expected of you. I have asked Mr. Fedderson to make arrangements with you regarding the time and place of meeting.

Recipients of honorary degrees will wear academic costume. The University will be glad to provide you with cap and gown, unless you prefer to bring your own. If you wish us to furnish them, please give us the information requested on the card. If you wish hotel accomodations, we can arrange them for you.

We shall be glad to send tickets for friends and members of your family for the Commencement Exercises; also, for the Luncheon honoring recipients of honorary degrees, in Scott Hall, following Commencement. Will you be so good as to return the enclosed card properly filled out.

Cordially,

J. Roscoe Miller

J. Roscoe Miller

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

June 15
upcoming

March 17, 1953

Dear President Miller:

I am deeply appreciative of the honor you and your academic and corporate colleagues propose to do me, and I shall present myself at Northwestern on June 15 with as much humility and pride as any entering freshman.

I shall await further instructions from you.

Sincerely yours,

President J. Roscoe Miller
Northwestern University
Evanston, Illinois

NORTHWESTERN UNIVERSITY
EVANSTON — CHICAGO

14th — Sept. 21st —

PRESIDENT
LINOIS

March 6, 1953

Dear Mr. Murrow:

I have the pleasant duty of inviting you to attend our Annual Commencement on Monday, June 15, 1953, and to receive at that time the degree of Doctor of Laws.

This invitation, which originated in the University Senate, has the unanimous endorsement of our Board of Trustees, and thus represents the desire of both the academic and corporate branches of the University to recognize your distinguished accomplishments.

It will give me a great personal satisfaction to receive your acceptance of this invitation, and at the proper time to inform you concerning details of the Commencement program.

With kind regards, I am

Cordially,

J. Roscoe Miller

J. Roscoe Miller

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

MUHLENBERG COLLEGE
ALLENTOWN, PENNSYLVANIA

Muhlenberg College
Ben - I am honored.

June 2, 1947

Dear Dr. Murrow:

I thought you might be interested in having a copy of the citation that was read by Dean Sherwood R. Mercer when you were presented for your degree this morning. Enclosed you will also find the text of the Latin presentation read by President Tyson and an English translation of it.

As soon as it is possible to process the pictures taken this morning we will send you a set of prints.

It has been a great pleasure to have had you on the campus with us.

Cordially yours,

Gordon B. Fister

Gordon B. Fister
Public Relations Director

EDWARD ROSCOE MURROW, LL.D.
Citation read by Dean Sherwood R. Mercer
Muhlenberg College, June 2, 1947

Mr. President, I have the honor of presenting Edward Roscoe Murrow, whose words "This is London" alerted the attention of the world to vivid, penetrating, sympathic and accurate reports of the trials and fortunes of the Allied forces in Europe in the recent war; who as a man possessing that rare combination of youth and wisdom now helps to direct the activities of a great broadcasting corporation toward the unfettered freedom of communication between men, to receive at your hands the degree of Doctor of Laws.

EDWARD R. MURROW, LL.D.
Latin Presentation read by President Levering Tyson
Muhlenberg College, June 2, 1947

Auctoritate mihi a Curatoribus Collegii Muhlenbergiensis commissa:

EDWARDUM R. MURROW, virum ingenuum, alumnum Collegii quod Washington State est appelatum, de rebus gestis scriptorem et praelectorem felicem, oratorem suavem et iucundum, qui per radiomachinam interpretatur et explicat ea quae per totum orbem terrarum acta et facta sunt; quod multa bona scripsit, et quod de rebus tanti momenti graviter atque sapienter loquitur, et quod in educandis civibus per radiomachinam multa confecit, honoris causa, in gradum Legum Doctoris et omnia iura, privilegia, immunitatesque ad hunc gradum pertinentia, nunc admitto.

Cuius rei hoc sit testimonium.

Vale.

Translation of Latin Presentation

By the authority granted me by the Board of Trustees of Muhlenberg College:

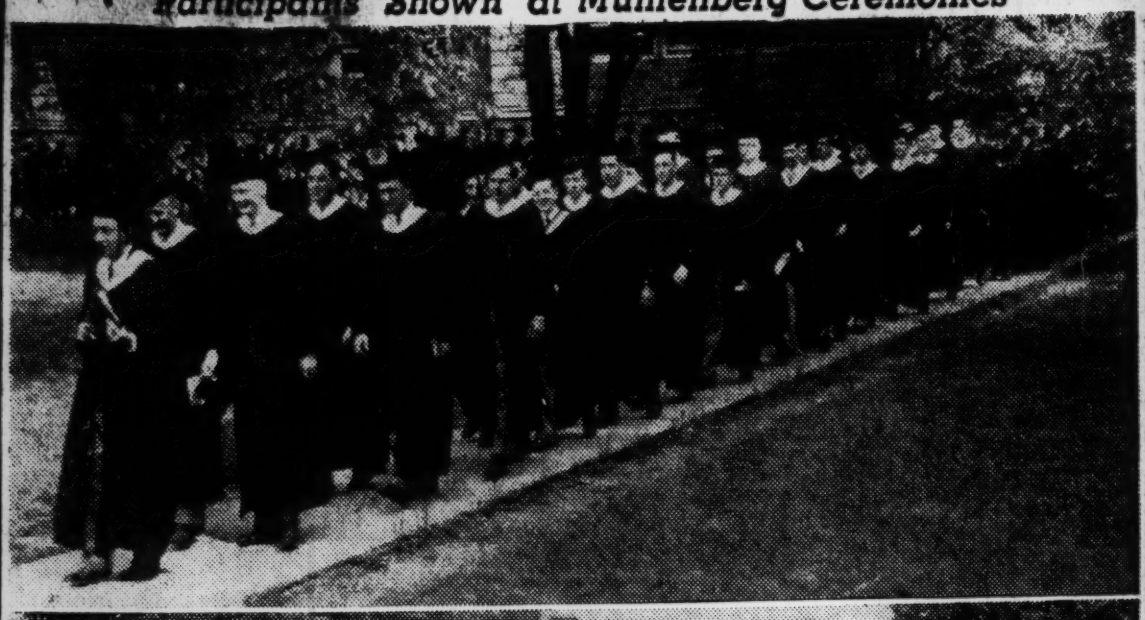
EDWARD R. MURROW, a man of good character, alumnus of Washington State College, successful writer and lecturer on world affairs, pleasant and able public speaker, who interprets and explains over the radio what things are done throughout the world, because he has written many good things and because he speaks wisely and seriously about matters of great moment, and because of his

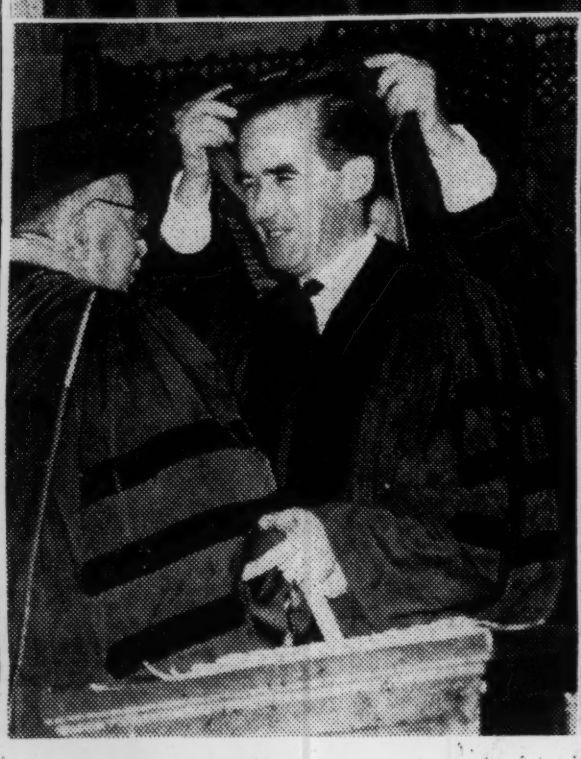
great accomplishments in educating citizens through the radio, I now admit to the honorary degree of Doctor of Laws and to all the privileges and immunities pertaining to this degree.

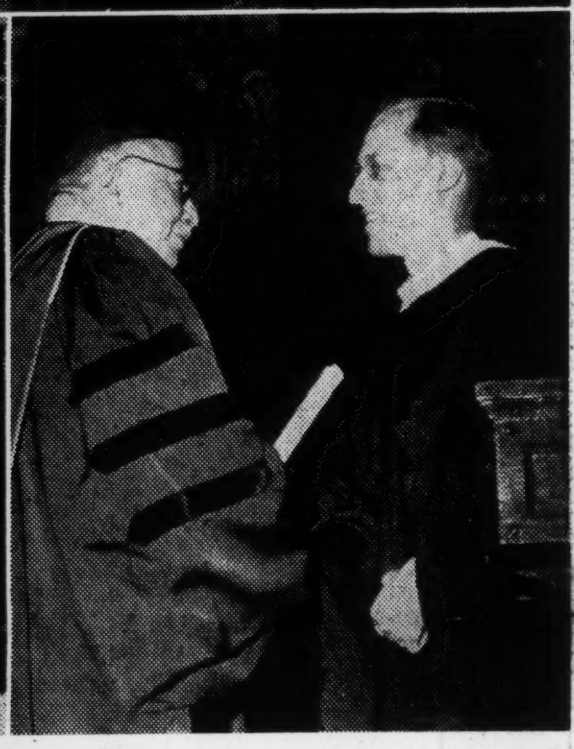
Of which matter let this be the proof.

Farewell.

Participants Shown at Muhlenberg Ceremonies







Muhlenberg seniors, led by Faculty Marshal Luther J. Deck are shown as they marched to their graduation exercises in the college chapel this morning. Below are the men who received honorary doctorate degrees: Dr. Robert L. Schaeffer, doctor of science; Dr. Earl S. Erb, doctor of divinity; Henry Beitler, doctor of laws; Edward R. Murrow, the commencement speaker, doctor of laws; President Levering Tyson, who presented the degrees; Bishop Lajos Ordass, doctor of divinity; Chaplain E. P. Wuebbens, doctor of divinity; Dr. Millard Gladfelter, doctor of laws; Dr. William K. Huff, doctor of letters; and Dr. Arthur H. Getz, doctor of divinity. Mr. Murrow and Harold W. Helfrich Jr., of Allentown, president of this year's student body at Muhlenberg, are shown as they received their degrees from President Tyson.

DEGREES GIVEN TO 113 STUDENTS, HONOR DOCTORATES TO 9 AT 'BERG

Achievement in college halls and in the broader arena for which they are training grounds was recognized by Muhlenberg this morning when it awarded bachelor degrees to 113 students who completed its required courses and conferred honorary doctorates on nine men who have distinguished themselves in professional and community service.

Speaking at the commencement in the Gideon F. Egner Memorial chapel, Edward R. Murrow, wartime news analyst now vice-president of the Columbia Broadcasting System, reminded men of the graduating class that their opportunity to serve their country in peace was purchased at a great price. Bluntly he pointed them to a few guideposts along the road that may be the last avenue to survival.

Colorful Ceremonies

The chapel was jammed for the colorful academic ceremonies that formally marked the end of the busiest year in Muhlenberg's history—a year that saw it accomplish its objective of providing educational opportunities for a student body more than twice its normal size. Other friends of the college and of the graduates saw the academic procession that moved across the campus as a part of the ceremonies.

Warning that America has come into its full inheritance and that it will be tested as never before, Mr. Murrow sketched the background of the postwar world as he counseled those upon whom the mantle of leadership ultimately will fall to be ready to realize what they can and can't do.

"The world," he said, "is not governed by ethics or by men who know history, but by old men accustomed to look over their shoulder. Most of their future is behind them and they are ill-equipped by training or temperament to deal with the world in which they find themselves. Most of them fail to understand the world

(See MUHLENBERG—Page 29)

No High Honor Men Announced at 'Berg; Prizes Are Awarded

Although no first or second honor men were designated because of the wartime conditions under which the majority of the graduates took part of their work, Dean Mercer of Muhlenberg college revealed that five members of the class were graduated with honor rank.

Summa cum laude honors went to Richard C. Harrier of Allentown, John H. J. Reumann of Lansdale, Robert K. Bosch of Buffalo, and Melvin E. Dieter of Allentown. Cum laude honors went to Maurice R. Horn of Allentown.

Prizes Awards

Vice president Robert C. Horn awarded prizes to men who distinguished themselves in various academic fields and in other activities.

Louis Moore received the Clemmie J. Ulrich oratorical prize, awarded to the winner of the junior oratorical contest held last Friday. Second place and the prize presented by the Class of 1908 went to Ralph A. Boyer of Laureldale who also won third place

(See AWARDS—Page 29)

MUHLENBERG

(Continued From Page Five)

that is emerging from this war—but they are running the show, trying to remake the world in the image that they knew."

Emphasizing that America cannot lead the world "with dollars alone or with bull-dozers or supersonic guided missiles," he said there is real danger that this nation is moving in one direction and the rest of the world in another and that the United States may become an island isolated from the rest of the world. In the year since the war ended, he said, our leadership has been erratic, veering from firmness to complacent indifference in international affairs.

'Must Grow Up in Hurry'

"If we are to live, we must grow up in a hurry," he declared. "We must recognize that there is no reason in history for that bit of mythology which holds that we are always outsmarted at the conference table."

Nine Receive Degrees

Mr. Murrow was one of the nine men the college recognized with honorary doctorate degrees. Citing him for the doctor of laws award conferred by President Levering Tyson, Dean Sherwood R. Mercer pointed to the vivid and accurate reports he broadcast on behalf of unfettered freedom of communication between men. He was escorted by Dr. Reuben J. Butz, president of the board of trustees.

Dr. Robert L. Schaeffer, characterized as a skilled surgeon, master teacher, pioneer in industrial and public health services and respected citizen, elder statesman and counselor of this community, was awarded the degree of doctor of science. Dr. John V. Shankweiler biology department head, served as his escort.

The doctor of divinity degree was presented to Bishop Lajos Ordass, Lutheran bishop of Hungary, in recognition of his outstanding Christian leadership to his people. The hood of the degree was placed about his shoulders by Dr. Ralph Wood of the German department.

William K. Huff, formerly of Schnecksville and now executive director of the Philadelphia Forum, was escorted for the doctor of letters degree by Dr. John D. M. Brown of the English department. He was cited as a molder of public opinion and as a worker for enlightened citizenship.

Rev. Arthur H. Getz of Philadelphia, escorted by Dr. Russell W. Stine of Muhlenberg's department of religion and philosophy, was given the doctor of divinity degree in recognition of his service to the church as one of the editors and the secretary of the Parish and Church School Board of the United Lutheran Church.

A similar degree was conferred on Rev. Earl S. Erb, secretary of the Lutheran Ministerium of Pennsylvania and its secretary of benevolence, for his distinguished service as a pastor and church leader. He was escorted by Dr. Anthony F. Corbiere, head of the Romance Language department.

Chaplain Everett P. Wuebbens of the United States Naval Academy, escorted by Dr. John W. Doberstein, was awarded the doctor of divinity degree for his ministry to men in the navy.

The doctor of laws degree was conferred by Henry W. Beisler, New Jersey businessman and church leader, for his service to the church as treasurer of the United Lutheran Church of America. H. Torrey Walker, treasurer of the Ministerium of Pennsylvania and a trustee of the college, was his escort.

Dr. Millard E. Gladfelter, provost of the University of Pennsylvania, was honored for his influence on youth through his work as a Christian educator. He was presented the doctor of laws degree by Atty. George Balmer, vice president of the Muhlenberg board.

Old Grads Present

Five of the nine living members of the Class of 1897, marking the 50th anniversary of their graduation from Muhlenberg, were guests at the commencement and received golden keys to the college. Rev. Richard A. Beck of Bowmanstown, secretary of the Alumni Assn., made the presentation to Rev. Wimer F. Heldt of Milton, Rev. I. W. Klick of Kutztown, Rev. A. C. Shenk of Reading, Dr. J. A. Trexler of Lehighton and Ernest C. Siegars of Allentown.

President Tyson presided at the commencement exercises and personally presented diplomas to each member of the graduating class. The class was presented by Dean Mercer. Vice President Robert C. Horn presented prizes for academic achievement.

Chaplain John W. Doberstein offered the invocation and Dr. Emil E. Fischer, president of the Lutheran Ministerium of Pennsylvania, pronounced the benediction. Dr. Harold K. Marks was at the organ.

Baccalaureate Services

Chaplain Wuebbens of the Naval academy preached the baccalaureate service yesterday, urging members of the graduating class to become tomorrow's living answers to the defeatism of yesterday's optimists and today's pessimists.

Dr. Charles Trexler, student pastor at Muhlenberg, conducted the devotional service, and Dr. John W. Doberstein, college chaplain, led in the dedicatory liturgy. The college choir, directed by Dr. Harold K. Marks, sang "Beautiful Saviour" and "Jehovah Reigns."

Bachelor of Arts Degrees

Bachelor of Arts degrees were conferred upon the following:

George H. Abel Jr., Lansdowne; Oscar R. Baldwin, London, Ky.; Harry J. Becker, Nesquehoning; George J. Bibighaus, Lehighton; Robert K. Bosch, Buffalo; Peter A. Bossart, Union City, N. J.; Fred S. Brause Jr., Perth Amboy, N. J.; Donald A. Brobst, Allentown; James E. Capehart, Point Pleasant W. Va.

Benjamin Celian, Philadelphia; Gordon R. Daggy, Wynnewood; Melvin E. Dieter, Allentown; James E. Duffy, Mountain Top; Leonard W. Ellis, Philadelphia; John P. Gaskill, Flemington, N. J.; Richard H. Geissler, Gloucester, N. J.; Paul E. Gesregan Jr., Ramsey, N. J.; Harry K. Graveman, Philadelphia; Howard Goheen, Allentown; Chetwin Cook, Danville.

Robert Haldeman, Lansford; Edward F. Halperin, Allentown; Richard C. Harrier, Allentown; Ernest M. Hawk, Northampton; Paul C. Hazelton, West Englewood, N. J.; Harold W. Helfrich Jr., Allentown; James A. Hemstreet, Easton; John R. Henrich, Allentown; Richard M. Holben, Allentown; Maurice R. Horn, Allentown; Frederick H. Johnson Jr., Allentown; Donald B. Kaag, Hamburg.

Robert H. Keck Nazareth; E. Robert Kishbaugh, East Mauch Chunk; James J. Klemmer, Reading; Carl F. Knowles, Allentown; Paul R. Kramer, Allentown; Robert Krimmel, Audubon, N. J.; Luther S. Krouse, Pottstown; James R. Laubach, Catasauqua; John P. Lesko, Nesquehoning; David W. Lukens, Philadelphia; Edwin J. McManus Averne, N. Y.

Robert A. MacDonough, Stroudsburg; Donald I. Martin, Philadelphia; Orlando W. Miller, Allentown; Richard D. Miller, Chester, W. Va.; Philip I. Mitterling, Hollidaysburg; Robert E. Morton, Tonawanda, N. Y.; Edward F. Muller Jr., Lansdowne; John H. Myers, Allentown; Walter R. Oswald, Hazleton; William L. Otto, Ringoes, N. J.; Frederick R. Pauly, Attica, N. Y.

Morris Quint, Claysburg; Robert R. Ranken, Philadelphia; Glenn C. Reichley, Perkasie; Maynard D. Reinbold, Allentown; Earl C. Repp, Allentown; John H. P. Reumann, Lansdale; Leonard R. Riccio, Newark; Marshall R. Rogers, Miami Beach; E. Eugene Rupert, Muncy; Martin Shemella, Pottsville; Mervin J. Shuman, Easton.

Allan G. Stead, Allentown; Lewis F. Steinbach Jr., Schenectady, N. Y.; John A. Sweatlock, Mount Union; Hirst M. Trexler Jr., Allentown; William Vitan Jr., New York; Russell T. Wall Jr., Allentown; Paul F. Walter Orwigsburg; A. Leslie Warger Jr., Irvington, N. J.; John H. Wessling Jr., Weehawken, N. J.; Robert H. Wessner Jr., Allentown, and James D. Wilder, Harrisburg.

Bachelor of Science Degrees

The following received bachelor of science degrees:

Charles H. Albright Jr., Allentown; Pern B. Anthony, Allentown; Earl A. Bender Jr., Allentown; Harry Boretsky, Coaldale; Paul R. Callahan, Lock Haven; Kenneth Dollinger, Newark, N. J.; Lloyd J. Groner, Allentown; John A. Growich Jr., Hollis, N. Y.; George E. Grube, Lancaster; Robert G. Hale, Lansdowne; Lewis R. Hawk, Parkesburg; Charles Huber, Emmaus; John R. Healy, Brownsville, Minn.

Raymond R. Hefter, Belmar, N. J.; Richard L. Holmes Jr., Lansford; Victor F. Iacocca, Allentown; Charles A. Miller Jr., Allentown; Frank Milnes, Rushville; George P. Nittolo, Somerville, N. J.; Joseph N. Pustai, Bethlehem; Carl C. Reimer, Northampton; Homer G. Robinson, York; Henry Rosner, Brooklyn, N. Y.

Walter W. Stoltz, Catasauqua; Arthur G. Taylor, Audubon, N. J.; Frank M. Tucker, Brooklyn; Merle C. Wertz, Mechanicsburg; Neil S. Williams, Philadelphia; George M. Woodley, Bangor; Richard H. Woodring, Allentown; Henry Trostle, Wyomissing; Stanley S. Yarus, Emmaus; Walter P. Yarus, Emmaus.

Bachelor of Science in Education degrees will be awarded to Oscar L. Brunn and Marguerite K. Reiter of Allentown and to Anthony F. Timothy of Hazleton.

tion, and presented by President Levering Tyson to the student who during his three years of study evidenced outstanding scholarship.

Harr Memorial Prize

The Harr Memorial prize, awarded by Dr. David W. Harr in memory of his mother to the senior showing the greatest development in the field of economics, was presented to William Vitan Jr. of New York.

Maurice R. Horn of Allentown was awarded the Liberty Bell D.A.R. chapter prize for the most original historical work in the period of the American Revolution.

Announcement was made that the American Chemical society prize for excellence in that field had been presented to Frank J. Milnes of Rushville and that Richard E. Bieber and Luke Batdorf had received the first and second prizes in the Jeannie Kramer Krause oratorical contest.

AWARDS

(Continued From Page Five)

in the Jeannie Kramer Krause oratorical contest held last spring.

The Morris Hoats prize for excellence in literature was presented to Richard C. Harrier of Allentown, who also has been awarded a fellowship for graduate study in English at Harvard.

The Dr. H. K. Bruning gift fund prizes, awarded to the two students deemed most worthy by the faculty, went to Robert E. Hale of Lansdowne, a senior, and to Ralph W. Bagger of Lancaster, a junior. Mr. Bagger also received the Dr. John A. W. Haas scholarship, established by the alumni of the college in memory of the fourth president of the institu-

Procession Preceding Service

The academic procession preceding yesterday's baccalaureate service at Muhlenberg moved across the campus in the shadow of the flame-scarred and water-logged administration building.

Chaplain of the U. S. Naval Academy Delivers Muhlenberg Baccalaureate

Fundamental concepts of life were cited yesterday by Chaplain Everett P. Wuebbens of the United States Naval Academy as he urged members of Muhlenberg's graduating class to become tomorrow's living answers to the defeatism of yesterday's optimists and today's pessimists.

Speaking at the baccalaureate service in the Gideon F. Egner Memorial chapel, the Lutheran clergyman counselled the 113 seniors who will receive the college's degrees today to accept life as God's secret; to appreciate it as His gift; to dare it as a venture, with God as their partner; and to regard it as a success to be achieved.

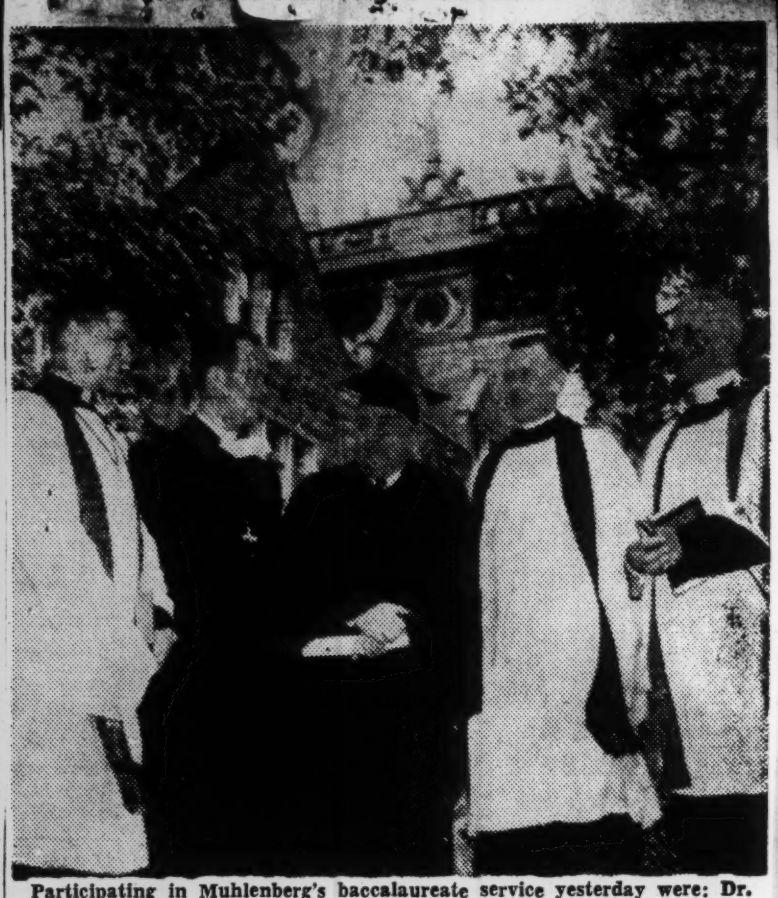
At the service, attended by a congregation that overflowed the chapel to the campus, the college dedicated 50 stained glass windows and lancets, completing the heraldry and symbolism of the chapel. Also dedicated were beautifully illuminated altar cards and a prayer card to be placed in the entrance to the chapel.

As he expressed the thanks of the college to those whose gifts made the installation of the richly colored windows possible, President Levering Tyson said that the chapel—a perfect and complete unit—stood as a perpetual challenge to all who share its use to make their lives as nearly perfect as possible. Furthermore, he said it should be regarded as reminder to all associated with Muhlenberg to develop on the campus a college that will represent in the truest sense all that the beauty and artistry of the chapel exemplify.

Chaplain Wuebbens, who flew here yesterday afternoon after officiating at similar services at the Naval Academy, told the class that the hardest

Continued on Page 12, Column 7

At Muhlenberg Baccalaureate



Participating in Muhlenberg's baccalaureate service yesterday were: Dr. John W. Doberstein, chaplain; Bishop Lajos Ordass of the Lutheran Church of Hungary, who today will receive an honorary doctor's degree from the college; President Levering Tyson; Commander Everett P. Wuebbens, champlain of the Naval Academy at Annapolis, who preached the sermon, and Dr. Charles D. Trexler, student pastor.

Muhlenberg

Continued from Page Five

question of the educated man is a simple one from scripture, "What is your life?"

As he challenged those in his congregation to "face up to life in a positive way to give the lie to the futility and frustration so evident today" he told them that life is God's own secret, open for all to see and observe, intimately familiar for each to experience, and yet elusive, mysterious and secret.

Pointing to life as a gift to be enjoyed, he said that happiness comes as a bonus. It is given neither by accident nor by merit, he said, but as something extra to those who look upon life itself as a free gift to be accepted with thanksgiving and enjoyed with appreciation.

The real evil of this century, he said as he cited life as a venture to be trusted, is that men almost lost confidence in life itself. Life, he declared remains a venture to be trusted only when man lets it be what it always was meant to be, a partnership with God.

Urging those who would achieve success to let God be the senior partner in their lives, he said that real success has to do with the character the individual builds and the person he can become. It has to do, he declared, with retaining and developing the image of God that is within the individual and with the soul each must get ready for eternity.

The truly educated man, he insisted, knows with certainty that while man may not be such a superior person, he does have a very superior God. That God must be superior, he said, to put up with the kind of a world man has made.

Dr. Charles Trexler, student pastor at Muhlenberg, conducted the devotional service, and Dr. John W. Doberstein, college chaplain, led in the dedicatory liturgy. The college choir, directed by Dr. Harold K. Marks, sang "Beautiful Saviour" and "Jehovah Reigns."

Practically all of the windows were placed as gifts and memorials. One was a memorial placed by St. Michael's Lutheran church in memory of its former pastor, the late Rev. Conrad Wilker; another was placed by the Class of 1943 in memory of Paul Candalino, Joseph B. Walker, Kenneth Struble, Ralph Lentz and John Schwenk, members of the class who died in service during the last war; and eight lancets were installed by Dr. Charles T. Fritsch and Mrs. Roland Bortz in honor of their father, Dr. Robert R. Fritsch, professor emeritus of English Bible at the college.

Other donors included Dr. and Mrs. Peter P. Hagan of Melrose Park, Philadelphia; Dr. William K. Holman of St. Davids; the Class of 1922; and various student groups. The altar and prayer cards are the work and gift of the late Captain William E. Lewis of Bethlehem.

The traditional academic procession, with faculty and students in academic robes, marched from the library building to the chapel.

Following the service in the chapel, President and Mrs. Levering Tyson entertained nearly 200 guests of the college at a reception in the garden adjoining their campus home. Edward R. Murrow, the commencement speaker, and Mrs. Murrow are houseguests of the Tysons over the commencement weekend.

Men Who Received Honorary Degrees and Dr. Levering Tyson

Professional leaders whose accomplishments were recognized with honorary doctorate degrees at Muhlenberg's commencement yesterday were: Dr. Robert L. Schaeffer, doctor of science; Rev. Earl S. Erb, Philadelphia, doctor of divinity; Henry Beisler, Upper Montclair, N. J., doctor of laws; Edward R. Murrow, the commencement speaker, doctor of laws; President Levering Tyson, who conferred the degrees; Bishop Lajos Ordass, Lutheran Bishop of Hungary, doctor of divinity; Chaplain E. P. Wuebbens of the United States Naval academy, doctor of divinity; Millard Gladfelter, Philadelphia, doctor of laws; William K. Huff, Philadelphia, doctor of letters, and Rev. Arthur H. Getz, Philadelphia, doctor of divinity.

Muhlenberg Graduating Class Warned That America Will Be Tested as Never Before as One of World's Top Nations

A sobering warning that if America is to live it must grow up in a hurry was sounded yesterday by Edward R. Murrow when he pointed the 113 members of Muhlenberg's graduating class to some of the challenges ahead in a world "run by old men trying to remake things in the image they knew."

The Columbia Broadcasting System vice president, who won his spurs with his vivid and accurate wartime broadcasts from London, was one of the nine men whose professional achievements the college recognized with honorary doctorate degrees as it conferred bachelor degrees upon students who completed its academic requirements

Emphasizing that America has come into its full inheritance and will be tested as never before, Mr. Murrow said there is considerable danger that it will move in one direction while the rest of the world moves in another; that it will become both an isolated island and the best hated nation in the world.

"The world," he told an audience that jammed the chapel for the colorful ceremonies, "is not governed by ethics or by men who know history, but by old men accustomed to look over their shoulder. Most of their future is behind them and they are ill-equipped by training and temperament to deal with the world in which they find themselves."

As he pointed to America's potential role and the leadership that is expected of it, he said it cannot lead with dollars alone, with bull-dozers, or with supersonic guided missiles. In the year since the war ended, he declared, our leadership has been erratic, veering from firmness to complacent indifference in international affairs.

"We must recognize," he said, "that

Continued on Page 20, Column 1

Degrees for Two Lehigh Countians

Two Lehigh countians, nationally recognized in their respective fields of professional activity, were among those who received honorary doctorate degrees from Muhlenberg college at its commencement yesterday morning. Thy are (left) Dr. Robert L. Schaeffer, chief-of-staff of the Allentown hospital who was awarded the degree of doctor of science, and William Kistler Huff, a native of Schnecksville now serving as executive director of the Philadelphia Forum, who was awarded the degree of doctor of letters.

Muhlenberg Graduating Class Warned America to Be Tested as Never Before

Continued from Page Five

there is no reason in history for that bit of mythology which holds that we are always outsmarted at the conference table.

Bluntly citing a few guideposts for those upon whom the mantle of leadership ultimately will fall, he counselled them:

Not to respect too much those elders who have made a pretty thoroughgoing mess of things;"

Not to place faith in dollars which, he said, will not buy greatness for a nation or for man and which will not alter the course of the political tides that are running all over the world;

To have an opinion and to be courageous in expressing it; to continue learning and questioning; to differentiate between slogans and logic; to examine anew such phrases as free enterprise, socialism, educational equality, racial and religious tolerance;

To be prepared to pay a bigger price in terms of national sovereignty for a world organization that will work;

To be conscious of good fortune and defend decency and human dignity;

To face problems with good cheer and to set about any movement to reform with a high resolve and vigor, tempered with courtesy and humor.

Presenting Mr. Murrow for the doctor of laws degree that was conferred upon him by President Levering Tyson, Dean Sherwood R Mercer cited him for his penetrating and sympathetic broadcasts from London and for his current activities toward an unfettered freedom of communication between men. The hood of the degree was bestowed upon him by Dr. Reuben J. Butz, president of the Muhlenberg board of trustees.

Dr. Robert L. Schaeffer, characterized as a skilled surgeon, master teacher, pioneer in industrial and public health services and respected citizen, elder statesman and counselor of this community, was awarded the degree of doctor of science. Dr. John V Shankweiler biology department head, served as his escort.

The doctor of divinity degree was presented to Bishop Lajos Ordass, Lutheran bishop of Hungary, in recognition of his outstanding Christian leadership to his people The hood of the degree was placed about his shoulders by Dr. Ralph Wood of the German department

William K. Huff formerly of Schnecksville and now executive director of the Philadelphia Forum, was escorted for the doctor of letters degree by Dr. John D M. Brown of the English department He was cited as a molder of public opinion and as a worker for enlightened citizenship.

Rev. Arthur H. Getz of Philadelphia, escorted by Dr. Russell W. Stine of Muhlenberg's department of religion and philosophy, was given the doctor of divinity degree in recognition of his service to the church as one of the editors and the secretary of the Parish and Church School Board of the United Lutheran Church.

A similar degree was conferred on Rev. Earl S. Erb, secretary of the Lutheran Ministerium of Pennsylvania and its secretary of benevolence, for his distinguished service as a pastor and church leader. He was escorted by Dr. Anthony F. Corbiere, head of the Romance Language department.

Chaplain Everett P. Wuebbens of the United States Naval Academy, escorted by Dr. John W. Doberstein, was awarded the doctor of divinity degree for his ministry to men in the navy.

The doctor of laws degree was conferred by Henry W. Beisler, New Jersey businessman and church leader, for his service to the church as treasurer of the United Lutheran Church of America. H. Torrey Walker, treasurer of the Ministerium of Pennsylvania and a trustee of the college, was his escort.

Dr. Millard E. Gladfelter, provost of the University of Pennsylvania, was honored for his influence on youth through his work as a Christian educator. He was presented the doctor of laws degree by Atty. George Balmer, vice president of the Muhlenberg board.

Old Grads Present

Five of the nine living members of the Class of 1897, marking the 50th anniversary of their graduation from Muhlenberg, were guests at the commencement and received golden keys to the college. Rev. Richard A. Beck of Bowmanstown, secretary of the Alumni Assn., made the presentation to Rev. Wimer F. Heldt of Milton, Rev. I. W. Klick of Kutztown, Rev. A. C. Shenk of Reading, Dr. J. A. Trexler of Lehighton and Ernest C. Siegars of Allentown.

President Tyson presided at the commencement exercises and personally presented diplomas to each member of the graduating class. The class was presented by Dean Mercer. Vice President Robert C. Horn presented prizes for academic achievement.

Chaplain John W. Doberstein offered the invocation and Dr. Emil E. Fischer, president of the Lutheran Ministerium of Pennsylvania, pronounced the benediction. Dr. Harold K. Marks was at the organ.

Baccalaureate Services

Chaplain Wuebbens of the Naval academy preached the baccalaureate service yesterday, urging members of the graduating class to become tomorrow's living answers to the defeatism of yesterday's optimists and today's pessimists.

Dr. Charles Trexler, student pastor at Muhlenberg, conducted the devotional service and Dr. John W. Doberstein, college chaplain, led in the dedicatory liturgy. The college choir, directed by Dr. Harold K. Marks, sang "Beautiful Saviour" and "Jehovah Reigns."

Bachelor of Arts Degrees

Bachelor of Arts degrees were conferred upon the following:

George H Abel Jr Lansdowne; Oscar R. Baldwin, London Ky.; Harry J. Becker, Nesquehoning; George J. Bibighaus, Lehighton; Robert K. Bosch, Buffalo; Peter A Bossart Union City, N. J.; Fred S. Brause Jr Perth Amboy, N. J.; Donald A. Brobst, Allentown; James B. Capehart, Point Pleasant W. Va.

Benjamin Celian, Philadelphia; Gordon R. Daggy, Wynnewood; Melvin E. Dieter, Allentown; James E. Duffy, Mountain Top; Leonard W Ellis, Philadelphia; John P Gaskill Flemington, N. J.; Richard H. Geissler Gloucester, N. J.; Paul E. Gesregan Jr Ramsey, N. J.; Harry K. Graveman, Philadelphia; Howard Goheen, Allentown; Chetwin Cook, Danville.

Robert Haldeman, Lansford; Edward F. Halperin, Allentown; Richard C. Harrier, Allentown; Ernest M Hawk, Northampton; Paul J. Hazelton, West Englewood, N. J.; Harold W Helfrich Jr., Allentown; James A. Hemstreet, Easton; John R. Henrich, Allentown; Richard M. Holben, Allentown; Maurice R. Horn, Allentown; Frederick H. Johnson Jr., Allentown; Donald B Kaag, Hamburg.

Robert H. Keck Nazareth; E. Robert Kishbaugh, East Mauch Chunk; James J. Klemmer, Reading; Carl F. Knowles, Allentown; Paul R Kramer, Allentown; Robert Krimmel, Audubon, N. J.; Luther S. Krouse, Pottstown; James R. Laubach, Catasauqua; John P. Lesko, Nesquehoning; David W Lukens, Philadelphia; Edwin J McManus Averne, N. Y.

Robert A. MacDonough, Stroudsburg; Donald I. Martin, Philadelphia; Orlando W. Miller, Allentown; Richard D. Miller, Chester, W. Va.; Philip I. Mitterling, Hollidaysburg; Robert E Morton, Tonawanda, N Y; Edward F. Muller Jr., Lansdowne; John H Myers, Allentown; Walter R. Oswald, Hazleton; William L. Otto, Ringoes, N J; Frederick R. Pauly, Attica, N Y.

Morris Quint Claysburg; Robert R. Ranken, Philadelphia; Glenn C. Reichley, Perkasie; Maynard D. Reinbold, Allentown; Earl C Repp, Allentown; John H. P. Reumann, Lansdale; Leonard R. Riccio, Newark; Marshall R Rogers, Miami Beach; E. Eugene Rupert Muncy; Martin Shemella, Pottsville; Mervin J. Shuman, Easton.

Allan G Stead, Allentown; Lewis F. Steinbach Jr Schenectady, N. Y.; John A. Sweatlock, Mount Union; Hirst M. Trexler Jr Allentown; William Vitan Jr., New York; Russell T Wall Jr., Allentown; Paul F. Walter Orwigsburg; A. Leslie Warger Jr. Irvington, N. J.; John H. Wessling Jr Weehawken, N. J.; Robert H. Wessner Jr Allentown, and James D. Wilder, Harrisburg.

Bachelor of Science Degrees

The following received bachelor of science degrees:

Charles H. Albright Jr. Allentown; Pern B. Anthony, Allentown; Earl A. Bender Jr., Allentown; Harry Boretsky, Coaldale; Paul R. Callahan, Lock Haven; Kenneth Dollinger Newark N. J.; Lloyd J. Groner, Allentown; John A. Growich Jr., Hollis, N Y; George E Grube, Lancaster; Robert G Hale, Lansdowne; Lewis R. Hawk, Farkesburg; Charles Huber, Emmaus; John R. Heely, Brownsville, Minn.

Raymond R Hefter Belmar, N. J.; Richard L. Holmes Jr. Lansford; Victor F. Iacocca, Allentown; Charles A. Miller Jr., Allentown; Frank Milnes, Rushville; George P Nittoli Somerville, N. J.; Joseph N. Pustai Bethlehem; Carl C. Reimer, Northampton; Homer G. Robinson, York; Henry Rosner Brooklyn, N. Y.

Walter W Stoltz, Catasauqua; Arthur G. Taylor, Audubon, N. J.; Frank M. Tucker, Brooklyn; Merle C. Wertz, Mechanicsburg; Neil S Williams, Philadelphia; George M Woodley Bangor; Richard H Woodring, Allentown; Henry Trostle, Wyomissing; Stanley S. Yarus, Emmaus; Walter P. Yarus, Emmaus.

Bachelor of Science in Education degrees will be awarded to Oscar L. Brunn and Marguerite K. Reiter of Allentown and to Anthony F. Timothy of Hazleton.

Prizes Awarded To Muhlenberg Graduates

Although no first or second honor men were designated because of the wartime conditions under which the majority of the graduates took part of their work, Dean Mercer of Muhlenberg college yesterday revealed that five members of the class were graduated with honor rank.

Summa cum laude honors went to Richard C. Harrier of Allentown, John H. J. Reumann of Lansdale, Robert K. Bosch of Buffalo, and Melvin E. Dieter of Allentown. Cum laude honors went to Maurice R. Horn of Allentown.

Vice president Robert C. Horn awarded prizes to men who distinguished themselves in various academic fields and in other activities.

Louis Moore received the Clemmie J. Ulrich oratorical prize, awarded to the winner of the junior oratorical contest held last Friday. Second place and the prize presented by the Class of 1908 went to Ralph A. Boyer of Laureldale who also won third place in the Jeannie Kramer Krause oratorical contest held last spring.

The Morris Hoats prize for excellence in literature was presented to Richard C. Harrier of Allentown, who also has been awarded a fellowship for graduate study in English at Harvard.

The Dr. H. K. Bruning gift fund prizes, awarded to the two students deemed most worthy by the faculty, went to Robert E. Hale of Lansdowne, a senior, and to Ralph W. Bagger of Lancaster, a junior. Mr. Bagger also received the Dr. John A. W. Haas scholarship, established by the alumni of the college in memory of the fourth president of the institution, and presented by President Levering Tyson to the student who during his three years of study evidenced outstanding scholarship.

The Harr Memorial prize, awarded by Dr. David W. Harr in memory of his mother to the senior showing the greatest development in the field of economics, was presented to William Vitan Jr. of New York.

Maurice R. Horn of Allentown was awarded the Liberty Bell D.A.R. chapter prize for the most original historical work in the period of the American Revolution.

Announcement was made that the American Chemical society prize for excellence in that field had been presented to Frank J. Milnes of Rushville and that Richard E. Bieber and Luke Batdorf had received the first and second prizes in the Jeannie Kramer Krause oratorical contest.

Honorary Degree for Radio Executive

Edward R. Murrow, vice president of the Columbia Broadcasting System and the speaker at Muhlenberg's commencement yesterday, is pictured as he received the honorary degree of doctor of laws from President Levering Tyson.

MR. ED MURROW Oberlin College

Press Information
485 Madison Ave., New York 22, N.Y.

Awards

May 19, 1954

OBERLIN COLLEGE, CHICAGO COUNCIL ON FOREIGN RELATIONS
HONOR EDWARD R. MURROW

A midwestern college, Oberlin, and a midwestern civic organization, the Chicago Council on Foreign Relations, have placed Edward R. Murrow on their honors' lists.

Oberlin College, Oberlin, O., will confer the honorary degree of Doctor of Laws on the CBS Television editor and producer and CBS Radio news analyst at its commencement excercises on June 14, it was announced by President William E. Stevenson, president of the Ohio institution.

The Chicago Council on Foreign Relations has cited Murrow and his CBS Television program "See It Now" for "the outstanding contribution of 1953 to the improvement of humankind through world understanding." A non-partisan, non-profit organization, the Council was founded in 1922 to promote public understanding of the role of the United States in world affairs.

Another Chicago organization, the Association of Founders and Friends of Roosevelt College, previously announced it will present

(More)

Murrow, on Wednesday, May 26, with its 1954 award for "distinguished service to the principles of American democracy."

Murrow's CBS Television programs are "See It Now," broadcast Tuesdays, 10:30-11:00 PM, EDT, and "Person To Person," Fridays, 10:30-11:00 PM. He broadcasts a news program on CBS Radio from 7:45 to 8:00 PM, daily, and also presents the CBS Radio program, "This I Believe."

* * *

From CBS Radio
485 Madison Ave.,
New York 22, N. Y.
May 20, 1954

OBERLIN COLLEGE GIVES MURROW HONORARY DEGREE

The honorary degree of Doctor of Laws will be conferred on Edward R. Murrow, CBS Radio and CBS Television news analyst, by Oberlin College in Oberlin, Ohio at the commencement exercises on Monday, June 14, it has been announced by President William E. Stevenson.

This will be the seventh honorary academic degree received by Mr. Murrow in his career as a broadcaster.

Other honorary degrees to be conferred at the same time will be: Doctor of Laws to John C. Baker, President of Ohio University, and Theodore E. Steinway, President of Steinway and Sons, New York; Doctor of Science to Kenneth S. Cole, Scientific Director of the Naval Medical Research Institute, National Naval Medical Center; Doctor of Divinity to W. A. Visset't Hooft, General Secretary of the World Council of Churches in Geneva; Doctor of Humane Letters to Douglas W. Steere, Professor of Philosophy at Haverford College.

Mr. Murrow now holds honorary degrees from Rollins College, Winter Park, Fla.; University of North Carolina, Chapel Hill, N.C.; Muhlenberg College, Allentown, Pa.; Washington State College, Pullman, Wash.; and Temple University, Philadelphia. On June 6 Hamilton College, Clinton, N. Y., will confer on him the degree of Doctor of Humane Letters.

Mr. Murrow is heard on CBS Radio in "Edward R. Murrow with the News," Monday thru Friday at 7:45-8:00 PM, EDT. He is seen twice weekly on CBS Television, in "Person to Person" Friday nights at 10:30-11:00 PM, EDT, and in "See It Now" Tuesday nights at 10:30-11:00 PM, EDT.

* * *

Awards

Press Information
485 Madison Ave., New York 22, N.Y.

June 15, 1954

OBERLIN COLLEGE HONORS EDWARD R. MURROW

Edward R. Murrow received an honorary degree of Doctor of Laws from Oberlin College at the Oberlin, O., institution's 121st anniversary commencement yesterday.

In making the presentation to the CBS Television editor and producer and CBS Radio news analyst, Oberlin President William E. Stevenson read the following citation:

"Molder of public opinion by the direction of stirring messages to eye and ear; emancipator of the channels of communication from the dictates of propaganda and the paralysis of fear."

Murrow's CBS Television programs are "See It Now," broadcast Tuesdays, 10:30-11:00 PM, EDT, and "Person to Person," Fridays, 10:30-11:00 PM. He broadcasts a news program on CBS Radio from 7:45 to 8:00 PM, daily, and also presents the CBS Radio program, "This I Believe."

* * *

JUNE 8, 1954

PRESIDENT WILLIAM STEVENSON
OBERLIN COLLEGE
OBERLIN OHIO

SORRY MISSED YOUR CALL. DELIGHTED BE YOUR GUEST AND TO SAY FEW WORDS LUNCHEON. ARRIVING 6:00 PM SUNDAY UNITED FLIGHT 637. DEPARTING 3:40 PM MONDAY. MUCHLY LOOKING FORWARD VISIT. REGARDS

ED MURROW

1-43-7

OBERLIN COLLEGE
OBERLIN, OHIO

OFFICE OF THE PRESIDENT

May 24, 1954

Yes.

Mr. Edward R. Murrow,
CBS,
485 Madison Avenue,
New York, New York.

Dear Ed:

It was nice to learn from you on the telephone that you will be with us on the morning of June 14 to receive the honorary degree of Doctor of Laws.

As I told you, our commencement exercises begin at 10:00 a.m. (Eastern Daylight Saving Time), so that the academic procession convenes about 9:00 o'clock. Under the circumstances it would be advisable for you to arrive in Oberlin sometime on Sunday, and it was my understanding, from our talk, that you would be doing that. We hope that you will bring Mrs. Murrow with you, and Mrs. Stevenson and I will be pleased to have you as guests at our home. We will appreciate word as to your arrival time when you have worked out your specific plans.

The commencement exercises conclude about noontime, following which honorary degree recipients and their wives are special guests at our Alumni Luncheon. The latter event concludes about 2:00 o'clock. Your many friends here would be delighted to have you remain for that luncheon, but if it is absolutely essential for you to leave Oberlin promptly you could do so after the commencement exercises. However do stay for the luncheon if you possibly can.

Will you be bringing your own cap and gown? If not, we will be glad to procure one for you if you will let me know your height and hat size.

Looking forward to seeing you, and with kind regards,

Ever sincerely,

Bill Stevenson

WES:BP

OBERLIN COLLEGE
OBERLIN, OHIO

May 1, 1954

OFFICE OF THE PRESIDENT

Personal and Confidential

COPY

Mr. Edward R. Murrow,
CBS,
485 Madison Avenue,
New York, New York.

Dear Ed:

On behalf of the Board of Trustees of the College, it gives me very great pleasure to invite you to be present in Oberlin on Monday morning, June 14, 1954, to receive the honorary degree of Doctor of Laws in connection with our commencement exercises.

We certainly hope that you can accept, and would appreciate word from you about this invitation at your early convenience.

In accordance with our usual practice, may I ask you to regard this matter as confidential for the present?

With warm personal regards and very sincere congratulations for your outstanding accomplishment and for your courageous leadership against "that man."

Sincerely,
Original signed by
William E. Stevenson

WES:BP

P.S. Knowing your busy schedule, perhaps I should add that the academic procession for our commencement exercises convenes at 9:15 a.m. (E.D.S.T.) and concludes about noontime. We would like to have you stay for our Alumni Luncheon following which, if pressed for time, you could get a plane back to New York in time for dinner.

W.E.S.

Paul M. Douglas
Director of Public Relations
OBERLIN COLLEGE
Tel. 5-1011

FOR RELEASE SATURDAY, MAY 15

OBERLIN TO HONOR MURROW

Oberlin, Ohio, May 14 - Oberlin College will confer the honorary degree of Doctor of Laws on Edward R. Murrow, radio and television reporter and commentator , at its commencement exercises on June 14, President William E. Stevenson announced today.

Other honorary degrees to be conferred at Oberlin, announced last week, are: Doctor of Laws, John C. Baker, president of Ohio University, and Theodore E. Steinway, president of Steinway and Sons, New York City; Doctor of Science, Kenneth S. Cole, scientific director of the Naval Medical Research Institute, National Naval Medical Center; Doctor of Divinity, W. A. Visser't Hooft, general secretary of the World Council of Churches in Geneva, Switzerland; Doctor of Humane Letters, Douglas V. Steere, professor of philosophy at Haverford College.

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WU003 DL PD

OBERLIN OHIO MAY 11 828AME

EDWARD R MURROW,CBS

REFERRING OUR TALK YESTERDAY I WROTE YOU MAY FIRST INVITING YOU TO RECEIVE HONORARY DOCTOR OF LAWS DEGREE HERE ON MONDAY MORNING JUNE FOURTEEN AND AM MAILING ANOTHER COPY TO YOU TODAY. WE HOPE YOU CAN ACCEPT AND WILL APPRECIATE WORD FROM YOU AT EARLY CONVENIENCE. REGARDS

BILL STEVENSON

849A..

Yes
Talked
5/11

RECEIVED
1954 MAY 11 AM 9:52
C.B.S. TRAFFIC DEPT. N.Y.

Rollins College

File 18-21

Personal

December 8, 1948

Dear President Holt:

As you must have anticipated your letter of November 29th gave me deep personal pleasure and I shall, of course, be honored to receive a degree at your hands. I have long remembered our pleasant correspondence during the days when I was with Stephen Duggan at the Institute of International Education.

However, I fear that it will not be possible for me to arrive in Winter Park before Sunday morning, but I shall certainly be delighted to join you at luncheon and participate in the "Animated Magazine". Please be assured that five minutes will be adequate for that session and I will not exceed the allotted time since I am used to watching a stopwatch.

I shall inform you as soon as possible as to the exact time of my arrival. Again, please accept my deepest appreciation for the honor you propose to confer upon me.

Sincerely yours,

President Hamilton Holt
Rollins College
Winter Park, Florida

ROLLINS COLLEGE
WINTER PARK, FLORIDA
HAMILTON HOLT, PRESIDENT

OFFICE OF THE PRESIDENT

November 29, 1948

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

My friend and neighbor, Miss Dorothy Lockhart (Mrs. Rhea Marsh Smith), has recently given me the good news that you are to be in Winter Park during the red-letter week of Rollins College to give an address in Miss Lockhart's quite remarkable Town Hall Series on Monday, the 21st of February. This gives me an opportunity that I have for some time anticipated.

This year our Founders Week ceremonies (the red-letter week of the College year) culminates with our annual Convocation at ten o'clock on Monday morning, February 21, when honorary degrees are conferred. I am authorized by our Committee on Honorary Degrees to offer you the degree of Doctor of Humanities (L.H.D.) if you would accept it on that day.

I hope that you can be in Winter Park by Saturday afternoon, the 19th, as I should like to take you to one of our student plays in the Annie Russell Theatre that evening. The following day, Sunday, I would like to have you take luncheon at my home with the recipients of honorary degrees and the "contributors" of the so-called "Animated Magazine." The Animated Magazine is a unique institution at Rollins, where we assemble (after the luncheon at my home) on the campus and where twelve or fifteen nationally known writers and men and women of affairs appear in person and address, through loud-speakers, an audience of six or seven thousand people who assemble from all over the State as "subscribers." I enclose you last year's "Table of Contents."

Unfortunately we cannot allow anyone to make a long "contribution." But I wonder if you would not take the leading editorial and discuss any matter that you think would fit the occasion, preferably something along the line of your radio talks. Ordinarily four or five minutes is the limit that anyone should speak. But we shall be very glad to let you have seven or eight minutes for the leading editorial.

There may be other events of the week-end to which you would be invited, especially the Convocation service at our Chapel Sunday morning where the students conduct the entire service with the exception of the sermon and the benediction. Our student choir is as good as you are likely to hear in New York, Boston or in any other city in the land.

I hope you will let me know at once what time you can come and how long you can be with us. Miss Lockhart I understand has arranged for your accommodations while in Winter Park.

Very sincerely yours,

Hamilton Holt

HH:MP

VOLUME XXI FEBRUARY 22, 1948 NUMBER 1

The ROLLINS *ANIMATED* MAGAZINE

NOTABLE CONTRIBUTORS

In place of going to the expense of printing the Magazine the writers have been invited to appear in person and read their contributions

HAMILTON HOLT, EDITOR
S. KENDRICK GUERNSEY
JOHN R. MOTT
THOMAS J. DODD
SARAH GIBSON BLANDING
SOO YONG HUANG
ALBERTO LLERAS CAMARGO
ROY CRANE
GENERAL JONATHAN M. WAINWRIGHT
EDWIN MIMS
CLAUDE PEPPER
WU-CHI LIU
ALBERT KENNEDY ROWSWELL

Published Once Each Year During Founders Week at Rollins College, Winter Park, Florida

The Only Magazine Published in the United States That Comes Alive!

HAMILTON HOLT
Editor

The ROLLINS *ANIMATED* MAGAZINE

EDWIN O. GROVER
Publisher

The Only Animated Magazine Published in the United States

Entered at Rollins College as "first class matter"

All Rights—but no wrongs—Reserved

Subscription Price—Whatever you ought to give. All the proceeds of this issue of the *Animated Magazine* will be devoted to Scholarships for Veterans who are now students at Rollins College.

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President of Rotary International

3. "GANDHI" . . . . . JOHN R. MOTT
Christian Leader and Nobel Peace Prize Winner

4 "THE CASE AGAINST CRIMINAL NATIONALISM" . . THOMAS J. DODD
Prosecutor of Nazi High Command at the Nuremberg Trials

5. "THE HAND THAT ROCKS THE CRADLE" . . SARAH GIBSON BLANDING
President of Vassar College

6. "A DANGLING PARTICIPLE" . . . . . SOO YONG HUANG
Noted Actress and Monodramatist

ADVERTISING INSERT . . . . . EDWIN OSGOOD GROVER
Publisher and Professor of Books

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Director General of the Pan American Union, formerly
President of the Republic of Colombia

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Creator of "Buz Sawyer"

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The Hero of Corregidor

10. "The Spirit of Adventure" . . . . . Edwin Mims
Author of "The Advancing South" and "Adventurous America"

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United States Senator from Florida

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Director of Public Relations, Pittsburgh Pirates

SOME PREVIOUS CONTRIBUTORS

Other distinguished "Contributors" to previous issues of the *Rollins Animated Magazine* include the following:

WILLIAM LYON PHELPS
CORRA HARRIS
HENRY GODDARD LEACH
ALICE HEGAN RICE
CALE YOUNG RICE
ROBERT HERRICK
FRANK L. POLK
ZONA GALE
ROBERT NORWOOD
H. V. KALTENBORN
IRVING FISHER
JOHN ERSKINE
CLINTON SCOLLARD
HENRY R. LUCE
RALPH ADAMS CRAM
ARTHUR LEE KINSOLVING
MARJORIE KINNAN RAWLINGS
PERCY MacKAYE
FRED LEWIS PATTEE
CORRINE ROOSEVELT ROBINSON
S. PARKS CADMAN
WILLARD WATTLES
EDWARD A. FILENE
EDWIN B. FROST
LORD DAVID DAVIES
BARCLAY ACHESON
THOMAS J. WATSON
CORDELL HULL
STEPHEN S. WISE
JOSEPH C. LINCOLN
EULALIE OSGOOD GROVER
RICHARD BURTON
DALE CARNEGIE
EDWIN GRANBERRY
JOHN PALMER GAVIT
ARTHUR HAYS SULZBERGER
SIDNEY HOMER
LOUISE HOMER
FRANK O. KING
MARY MARGARET McBRIDE
CHARLES SEYMOUR
ELVIRA GARNER
PRESTONIA MANN MARTIN
JOHN H. FINLEY
CARL SANDBURG
CECIL ROBERTS
JOSEPH RICHARD SIZOO
JOSEPHINE DASKAM BACON
STEPHEN P. DUGGAN
V. K. WELLINGTON KOO

We Urge You to Patronize our only Advertiser

"WE HAVE NOT FORGOTTEN"

ROLLINS COLLEGE has not forgotten its promise to former Rollins students, and other Veterans, to assist them in every way possible to complete their College education.

Today approximately 40% of Rollins 600 students are veterans who have returned to pick up the broken threads of their lives and complete their College education.

After the most careful investigation, Rollins has granted scholarships to 127 of these returned veterans. The average grant is not large, but when multiplied by 127 it amounts to almost $45,000.

Rollins has no money available from its modest Endowment Fund to meet this need. It must depend upon gifts from its loyal friends who recognize the sacrifice which these veterans made in the service of our common country, to help Rollins keep its promise.

Every dollar that is received from the "Subscribers" to this 1948 issue of the "Animated Magazine" will be applied toward helping these 127 veterans to complete their education at Rollins.

"YOU CANNOT FORGET"

THE ORANGE PRESS

Johnson Robert
Temple University

March 1, 1951

Dear Bob:

I thank you for the photograph and for the honor you did me. In all truth, Temple impressed me more than any university I have visited in a long time. You may be interest to know that I have received several most intelligent letters from your students as a result of my rambling discourse on Tuesday.

I feel myself one of the Temple family, and if there is any way I can be of assistance to you or the University, you have but to command me.

Sincerely yours,

President Robert Johnson
Temple University
Philadelphia 22, Pennsylvania

TEMPLE UNIVERSITY
PHILADELPHIA 22, PA.

E PRESIDENT

February 23, 1951

Dear Ed:

I thought you might like to have the enclosed picture as a memento of what was a very memorable occasion for us.

I can't thank you enough, Ed for coming over and giving our students such an inspiring address. It really gave us all a great thrill and we are deeply grateful to you.

Warmest personal regards

Cordially yours,

Bob Johnson

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

CBS NEWS FROM 485 MADISON AVENUE, NEW YORK 22, N.Y.

February 13, 1951

Awards
SP

EDWARD R. MURROW TO RECEIVE HONORARY DOCTOR OF LAWS DEGREE FROM TEMPLE UNIVERSITY IN MOVING-UP DAY EXERCISES FEB. 20

Robert L. Johnson, president of Temple University, Philadelphia, will confer the degree of Doctor of Journalism upon CBS newsman Edward R. Murrow on Tuesday, Feb. 20, at the university's Moving-Up Day exercises, when the newly elected officers of various student organization take office.

The honorary degree from Temple University will be the fifth such award to Mr. Murrow. One of the most-cited and respected reporters in radio, he has been awarded honorary Doctor of Laws degrees by the University of North Carolina, Washington State and Muhlenberg College, and Doctor of Humanities by Rollins College.

Mr. Murrow was graduated from Washington State College in 1930, made Phi Beta Kappa and was a member of Scabbard and Blade and Kappa Sigma.

On Feb. 20, his "Edward R. Murrow with the News" broadcast will originate at Station WCAU, Philadelphia (CBS, 7:45-8:00 PM, EST. Mon. thru Fri.). Mr. Murrow also is editor of CBS' "Hear It Now" (CBS, Fridays, 9:00-10:00 PM, EST).

February 6, 1951

Dear Miss Peabody:

Thank you for your thoughtful letter of January 22.

I look forward with pleasure to my visit to Temple University.

Sincerely yours,

Miss Gertrude Peabody
Associate Dean of Students
Temple University
Philadelphia 22, Pennsylvania

Doctor of Journalism
Degree

February 6, 1951

Dear President Johnson:

Thank you for your gracious letter of February 5. I am indeed honored to be invited to receive a degree from so distinguished a university as Temple.

Both Mrs. Murrow and I are truly disappointed that she is unable to come with me on the twentieth. However, I shall certainly be delighted to join you at luncheon.

I suggest that my name appear on the diploma as it is printed in the above letterhead, and I shall bring with me my own academic gown.

Again, please accept my deepest appreciation for the honor you propose to confer upon me.

Sincerely yours,

President Robert L. Johnson
Temple University
Philadelphia 22, Pennsylvania

Stevenson 7-4000

TEMPLE UNIVERSITY
PHILADELPHIA 22, PA.

OFFICE OF THE PRESIDENT

February 5, 1951

Dear Mr. Murrow:

I am delighted that you have found it possible to accept our invitation which Dr. Leon Levy so graciously offered to extend to you to receive an honorary degree of Doctor of Journalism at our Moving-Up Day exercises on February twentieth, and I will look forward with great pleasure to seeing you.

I believe Miss Peabody has written to you giving you the complete details. However, we would like to ask you to fill in the enclosed form so that we will be able to order an academic costume for you.

Immediately following the exercises, I am planning to give a small luncheon in my dining room in your honor. I do hope this will be convenient for you and that Mrs. Murrow will be able to come with you. No

Will you also send us your name as you wish it to appear on your diploma.

Sincerely yours,

Robert L. Johnson

Robert L. Johnson

Enc.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Draft

Awards

~~Transcript in Return~~ -

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The most important single act of courage which could be performed during the present television season would be for a network or a performer or a producer to turn down an award. It is possible that there are more national awards than there are network television programs and most of them are given out by publicity hungry commercial houses willing to turn a ten thousand dollar (or less) investment in clocks or plaques or free dinners into a hundred thousand dollar publicity bonanza.

Actually the award givers have nothing to lose, should in fact be congratulated for their ingenuity. It is the broadcasting industry (and its sponsors) ~~which~~ WHO are degrading themselves and permitting their own appetite for reward and recognition to turn them into bowing dupes and puppets.... There are so many awards that virtually none of them does the recipient any real honor, yet like hypnotized little sheep the giants of a giant industry march, on cue, past the reviewing stand, afraid that they can't afford not to accept the award.

The gimmick (as their creators probably call them) are simple. If you are a manufacturer, a magazine, a club, an organization, a college, and you want publicity you can get a barrel full of free plugs by giving out annual awards in television. There's really nothing to it, and you need invest no real cash. You buy some veneered plaques from a trophy house, round-up some judges (anyone will do except professional television critics) and you announce your awards. It works this way...All these people who get the awards are so vain, so anxious for publicity, so required to keep up with the competition, that they will rush to accept the award.

But that's only the beginning. Most of the award lists are made out so that every network is included and with enough pressure

(more)

the networks can be induced into devoting a half hour of precious night airtime to broadcast the awards. Those who aren't able to clear time will certainly cover it with their newsreel crews (even if the news department doesn't consider it news) and then every show that wins an award will certainly not fail to devote 30 seconds to announcing the award on the next subsequent broadcast. As a matter of fact there is one "important" award that surveys the kind of plug they get from the recepient show prior to letting the judges make their decisions final. There is testimony (to Milton Berle's ever-lasting credit) that once when he refused to acknowledge an award on his show, the judges decided that another performer was, in fact, the M.C. of the year.

One of the evils of the award racket are the ceremonies and or luncheon or dinners that are part of the package deal. Recently a million dollars worth of talent (it could have raised more than that for a worthy benefit) sat in a state of shock and collective boredom for five hours, waiting to be honored by a certain award happy manufacturer. In return for a plaque, and a steak dinner, such people as Mary Martin, Jose Ferrer, Phil Silvers, Pat Weaver, Frank Stanton, Lou Cowan were held in a state of seige from seven o'clock in the evening until mid-night. The judges proudly announced that they had spent the last three days in an intensified "crash" viewing session viewing the television ~~output~~ OUTPUT of the last year. There are three networks and ( ) stations and 365 television days and just how well judges can function viewing all or most of them in three days is a matter for still further debate...

Who is to blame for this award racket. Certainly not the donors. Most of them have no real stake in the television industry, have

(more)

nothing to lose and everything to gain. It's a great investment as long as it continues to work. Who makes it work then? The networks who give the free time for the ceremonies and the artists who go trouping from dinner to dinner to give the awards prestige and dignity by accepting them. Every once in awhile you hear of some brave fellow who refuses to go, but he is usually pressured into going by the networks publicity staff, or the sponsor, and if that fails the network President or one of his vice-presidents goes in their place to accept it and that makes it just as bad.

Another guilty department are the newspapers and the news magazines who give it all the free space. They usually claim they hate the award racket but they cannot afford to pass up a fancy affair where half the big stars of Broadway and Hollywood appear, besides that-- "names make news," they say. As for the POOR viewer at home, he ends up hearing almost as many acceptances speeches in the course of the year as he does commercials.

O.P.C.

There are some awards which have value. Specifically the George Foster Peabody Award and the Variety Awards are honest attempts to create an honor incentive in an industry which certainly requires some kind of recognition DEVILE, but even these awards have become tarnished by the general abuse of the entire award racket.

There is currently an attempt by some well-meaning New York performers and producers to rescue the "Emmy Awards" from a West Coast Clique which appears to recognize Los Angeles talent with considerable more enthusiasm than THEY DO THEIR east coast colleagues, but even this would not seem to be the solution.

If there are too many awards it is simply because the networks recognize too many awards. As a matter of fact they not only recognize them, they spent a fortune every year preparing fancy

(more)

presentations to help induce the judges that their shows are best.

Certainly it will not be in restraint of trade or an unfair UNPRACTICE ~~parat~~ce act for the three networks to sit down together and agree to recognize one set of annual awards and only one set. If necessary each network could put up say ten thousand dollars a year to sustain an unbiased committee of competent judges to make the awards. The judges should be professionals and the only professionals in the field who are not employed by the broadcasting companies OR THEIR SPONSORS ~~the~~ are the critics. The networks could designate a selected list of television and radio critics and reporters who would function with complete autonomy and make known their deliberations once a year. The networks would alternate in televising the awards and it would be the only award they recognize or broadcast.

But alas, we have no illusions about this happening tomorrow or ever. As for Murrow and Friendly, we wrote this article knowing full well that the only real product would be that we shall have, by these words ~~[illegible]~~ won our last award, and shall therefore never again have to endure another one of those five-hour dinners. ~~WE [illegible]~~

~~THE HAND THAT FED US~~

EDWARD R. MURROW - AWARDS

1938 - NATIONAL HEADLINERS' CLUB AWARD - "To Mr. Murrow and Mr. Shirer for their series of broadcasts from Vienna during the Hitler putsch."

1940 - OVERSEAS PRESS CLUB - "First prize for best foreign radio news reporting."

1941 - 12TH INSTITUTE FOR EDUCATION BY RADIO "FIRST" - "Best news broadcasts of the year - "London after Dark."

KAPPA SIGMA (College fraternity) - election "Man of the year."

1943 - GEORGE FOSTER PEABODY AWARD - "For outstanding news reporting."

1944 - NATIONAL HEADLINERS' CLUB AWARD - "For his report on the flying mission to Berlin, "Orchestrated Hell."

BILLBOARD'S RADIO EDITORS POLL - One of two most outstanding broadcasts of 1943.

1945 - CITATION BY WRITERS' WAR BOARD - "Consistently expresses the democratic philosophy in cogent, forceful terms. Without weaseling or criticism, he fosters international understanding."

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON - Murrow elected president, the first time a radio broadcaster had been so honored.

1947 - MOTION PICTURE DAILY'S RADIO POLL "FIRST" - "Best News Commentator and Analyst," with his newscasts voted "Best News Job by Radio."

RADIO LIFE - "Distinguished Achievement Award as the Most Listenable Commentator."

1948. - HEADLINERS CLUB AWARD (3rd time) - "The best foreign on-the-spot-radio reporting for his coverage of the wedding of Princess Elizabeth."

DuPONT AWARD - "In recognition of distinguished and meritorious...public service through the medium of radio."

OVERSEAS PRESS CLUB AWARD - "In recognition of the best interpretation of foreign affairs."

MOTION PICTURE DAILY'S RADIO POLL "FIRST" - "Best News Commentator and Analyst."

1949 - GEORGE FOSTER PEABODY AWARD - "For outstanding reporting and interpretation of the news."

NATIONAL HEADLINERS' CLUB MEDAL -- "For the CRI Album, 'I Can Hear It Now' - something new and different in the recording of modern history and its famous figures."

NEWSPAPER GUILD PAGE ONE AWARD - "FOR THE CRI ALBUM, "I CAN HEAR IT NOW" - for its stirring presentation of contemporary history."

MOTION PICTURE DAILY'S RADIO POLL - "Best news commentator."

more

1950 - BILLBOARD'S ANNUAL RADIO EDITORS POLL - "Favorite news commentator."

OVERSEAS PRESS CLUB AWARD - "Best radio interpretation of foreign news."

INSTITUTE FOR EDUCATION BY RADIO - First award to "Edward R. Murrow and the News."

ONE WORLD AWARD FOR RADIO - "In recognition of the outstanding quality and impartiality of his work as a radio commentator in clarifying international issues and interpreting them to the American public."

SPEECH ASSOCIATION OF AMERICA - one of seven men selec ed as "Nation's Outstanding Orators."

CLEVELAND PLAIN DEALER'S RADIO POLL - Second place for "Best Network News Program."

1951 - SATURDAY REVIEW OF LITERATURE POLL OF SUBSCRIBERS - Favorite news analyst."

RADIO AND TV MIRROR ANNUAL POLL - "Favorite news commentator."

OVERSEAS PRESS CLUB AWARD (4th time) - "Best radio and television interpretation of foreign news."

LOUIS S. WEISS MEMORIAL AWARD IN ADULT EDUCATION - Presented by the New School for Social Research, for the program "HEAR IT NOW."

GEORGE FOSTER PEABODY CITATION - to "HEAR IT NOW" program, for "reporting of the news."

1952 - RADIO DAILY POLL - "Favorite radio commentator."

MOTION PICTURE DAILY'S POLL OF RADIO EDITORS - "Best news commentator." Also: "THIS I BELIEVE" program voted "Best Public Service Program."

TV GUIDE GOLD MEDAL AWARD - to "SEE IT NOW" TV program, "New Idea of the Year."

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION POLL - "SEE IT NOW" named "Program of the Year."

VARIETY SHOWMANSHIP AWARD - To "SEE IT NOW.."the most original, informative and entertaining type of journalism now riding the video airwaves."

OVERSEAS PRESS CLUB AWARD - "For distinguished journalism and for the best consistent television presentation of foreign affairs."

GEORGE FOSTER PEABODY AWARD - Television News and Interpretation award to "SEE IT NOW"..."for its simple, lucid, intelligent analysis of top news stories of the week."

MICHAEL AWARD of the Academy of Radio and Television Arts and Sciences - "Best radio news program" and "Top TV news program."

AMERICAN WEEKLY TV AWARD - to "SEE IT NOW", special award.

GEORGE POLK MEMORIAL AWARD - to "SEE IT NOW," special award.

GENERAL FEDERATION OF WOMEN'S CLUBS - Best Network Radio Program for Adults.

FREEDOMS FOUNDATION - "Certificate of recognition for outstanding achievement in bringing about a better understanding of the American way of life during 1951."

ALFRED I. DuPONT FOUNDATION citation award for "outstanding and meritorious service to the American people."

SIGMA DELTA CHI - (Professional Journalistic Fraternity) - "Elected to the grade of FELLOW by members of fraternity at National Convention".

minnesota radio 7 television council - Certificate of recognition "for contributing to understanding of world events".

THE AMERICAN NATIONAL RED CROSS - Certificate of Honor "for distinguished achievement in the 1952 Red Cross Fund".

AIR FORCE ASSOCIATION - The Arts and Letters Award - "for doing the most during past year, in the field of arts & letters, to further public interest in and understanding of airpower as an element of our national defense".

SYLVANIA TELEVISION AWARD - to SEE IT NOW - "Outstanding current history program of the year".

LOOK AWARD - to SEE IT NOW - "Best news program".

PHI ALPHA TAU (National Speech Fraternity) - Joseph E. Connor Speech Award - "for outstanding contribution to speech and education".

AMERICAN CANCER SOCIETY - to SEE IT NOW - Distinguished Service Citation.

1953 - RADIO & TV DAILY ANNUAL POLL - "Radio Commentator of the Year".

MOTION PICTURE DAILY ANNUAL POLL - "Top News Commentator in radio and television".

LA SALLE COLLEGIAN AWARD - "For Public Service in Journalism".

ACADEMY OF TELEVISION ARTS AND SCIENCES - National Award to SEE IT NOW - "For best public affairs program of 1952."

GEORGE POLK MEMORIAL AWARD - to SEE IT NOW - special award.

THE NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION - "outstanding news program for 1952."

AWARDS:

VARIETY - Special citation for SEE IT NOW.

NATIONAL FEDERATION OF BUSINESS & PROFESSIONAL WOMEN'S CLUBS, INC., - for best presentation of current Foreign Policy issues.

RADIO-TELEVISION DAILY - "Commentator of the Year."

AMUSEMENT DIVISION OF FEDERATION OF JEWISH PHILANTHROPIES - Special award for splendid achievement in Radio and TV during 1953.

1953 EMMY AWARD (Academy of Television Arts and Sciences) - SEE IT NOW for the best news program of 1953. Most outstanding personality.

RUSSWURM AWARD (National Newspaper Publishers Association) - "outstanding achievement in making possible a richer conception of democratic principles and in tribute for upholding those highest traditions considered as the ideals of the American way of Life."

NATIONAL AWARD OF THE PHILADELPHIA FELLOWSHIP COMMISSION - "whose penetrating and objective reports on the universal human guest for security with dignity and freedom inspire countless people to work for social justice, with a quickened hope of achieving it in their time. Who upholds America's traditions of full and impartial investigation, fair play and innocence until proved guilty; and courageously presents controversial issues without formenting personal animosities, without confusing evil with evil-doers. Who articulates the prayers of faithful Americans that in this insecure world who shall hold fast to the ideals of human dignity, equality and freedom by which America has grown to greatness."

TV-RADIO LIFE - TV Documentary "This is Berlin" - SEE IT NOW - Distinguished Achievement Award.

PAGE ONE AWARD (Newspaper Guild of New York) Highest award in the field of Public Affairs.

OVERSEAS PRESS CLUB - "Best consistent Television presentation of Foreign Affairs."

TAU KAPPA ALPHA, NATIONAL COLLEGE HONOR SOCIETY IN SPEECH _ "Speaker of the Year."

NEW YORK STATE SPEECH ASSOCIATION - "Outstanding excellence in the preparation and oral presentation of news events and special features through the media of radio and television during the year 1953."

1954:

RADIO-TV MIRROR - "Favorite Radio News Commentator."

SIDNEY HILLMAN FOUNDATION PRIZE AWARD - "SEE IT NOW" television programs on the Radulovich case and on the controversy between the American Civil Liberties Union and the American Legion in Indianapolis, Indiana.

PEABODY AWARD - Special award - SEE IT NOW.

ROBERT FLAHERTY - "for creative achievement in films for television," and a special citation for "The Indianapolis Argument".

MENTAL HEALTH FOUNDATION - (film award)

TV GUIDE GOLD MEDAL AWARD FOR THE 1953-54 TELEVISION SEASON - "See It Now" for "its success in bringing new standards of news coverage and interpretation into the television field." Special mention to "This is Berlin" termed "a milestone in television coverage" and programs devoted to Senator Joseph R. McCarthy "instances of the program's willingness to step into major fields of public issue."

ADVERTISING CLUB OF NEW YORK - The bronze Plaque of Achievement "For his realistic, accurate and individual depiction of the news through the great advertising media of radio and television."

CHICAGO COUNCIL ON FOREIGN RELATIONS - "for the consistent excellence of his television program. "See It Now" and his radio news broadcasts and for the specific excellence of his broadcast on Berlin, for the outstanding contribution of 1953 to the improvement of humankind through world understanding."

ROOSEVELT COLLEGE AWARD - "distinguished service to the principles of American democracy."

FREEDOM AWARD - contri utions in television and radio activities, particularly the SEE IT NOW series addressed to the basic problems of freedom.

NATIONAL HEADLINER AWARD - Outstanding network coverage of a news event or series - for general excellence in presentation of SEE IT NOW.

MIKE & SCREEN PRESS AWARDS

FOREIGN RELATIONS COUNCIL - for consistent excellence of SEE IT NOW, and radio news broadcasts, and for the specific excellence of his broadcast on Berlin and for outstanding contribution of 1953 to the improvement of humankind through world understanding."

NATIONAL ASSOCIATION FOR BETTER RADIO & TELEVISION - 7:45 program voted as the outstanding radio program of the year. Also SEE IT NOW, as the outstanding news program on television for the year 1953. Also PERSON TO PERSON program voted as the outstanding interview program on television for the year 1953.

SYLVANIA TELEVISION AWARDS FOR 1953 - to PERSON TO PERSON -"Most outstanding new television series of 1953."

LOOK 1953 TV AWARD to SEE IT NOW - Best News program and Best Public Affairs Program.

1955:

American Veterans Committee Award - For Service to Humanity

Radio Television Daily Award - Commentator of the Year for 1954.

National Association for Better Radio and Television - For TV News interpretation SEE IT NOW, TV interview, PERSON TO PERSON, and RADIO NEWS.

Temple University - Human Service Award

Drexel Institute of Tcchnoloty - Business Administration Award for TV program SEE IT NOW.

Look Award - For Best News Program and Best Public Affairs, SEE IT NOW.

Page One Award - for SEE IT NOW.

Institute for Education by Radio-Television - 25th Anniversary Award for outstanding contributions to the development of educational broadcasting.

Delta Phi Epsilon "Man of the Year"

Sylvania Award - SEE IT NOW - for Best Documentary Program

1956:

NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION "Man of the Year in Radio and Television

THE ACADEMY OF ARTS & SCIENCES 1955 Awards: Best News Commentator or Reporter.

Education Writers Association Award for "Ballots at Bear Creek" as the outstanding television program dealing witb education in the United States in 1955.

OVERSEAS PRESS CLUB OF AMERICA - Best Television Reporting of Foreign News.

Radio Television Daily - All American Favorite Commentator of the year both in radio and television for 1955.

SYLVANIA Award to SEE IT NOW -"The Vice Presidency".

1957 Awards:

Radio-Television Daily for Commentator of the Year

Sylvania Award - SEE IT NOW - for outstanding contribution to creative television technique.

Navy's Distinguished Public Service Award - for his outstanding contribution to the U. S. Naval establishment in the fields of public information, education, recruiting and morale. For SEE IT NOW series which has highlighted many navy activities and installments.

Baltimore Advertising Club for outstanding television personality of 1956 in radio and television.

National Association for Better Radio and Television's for Radio-Television Man of the Year, for his news broadcasts pertaining to Middle East Area.

Scholastic Films for SEE IT NOW program on Vice Presidency

Radio-Television Daily's 15th Annual "all American Poll" for "Commentator of the Year for 1956"

Television Today and Motion Picture Daily for Fame Magazine - one of the top three News Commentators (selected by T. V. editors & columnists in the 7th Annual Television poll)

Albert Einstein College of Medicine's Humanities Award

American Academy of Arts and Letters - Medal for Good Speech in Broadcasting.

Billboard's 5th Annual Program and Talent Award for Best Network Commentator of 1956-7 season.

Office of National Civilian Coordinator of Special Projects -(SEE IT NOW) for valuable aid to Navy - Marine Corps Memorial Stadium Fund

Look Award - SEE IT NOW, best public affairs series for 1957

Jewish War Veterans of the United States of America - to American Citizen of the year 1956-1957

1958 Awards:

Sylvania Award for distinguished achievement in creative television technique in 1957.

Radio-Television Daily's Award for Man of the Year - 1957.

The National Conference of Christian and Jews Brotherhood Award to SEE IT NOW for CLINTON AND THE LAW, THE PUERTO RICANS, THE LADY FROM PHILADELPHIA.

National Association for better radio and television Award certificate for outstanding news programs on radio for the year - 1957.

Zeta Beta Tau Fraternity's Gottheil Medal for promoting better human understanding among people.

National Academy of Arts and Sciences (Emmy) to Mr. Murrow for SEE IT NOW, best news documentary.

Human Rights Award from Joint Defense Appeal- for leadership in upholding the highest standards of public service programming and fostering popular understanding of human relations and human rights.

HONORARY DEGREES

Doctor of Lawa (LL.D.) - Washington State College

Doctor of Laws (LL.D.) - University of North Carolina

Doctor of Lawa (LL.D.) - Muhlenberg College

Doctor of Humanities - Rollins College

Doctor of Journalism - Temple University

Doctor of Lawa (LL.D.) - Oberlin College

Doctor of Humane Letters - Hamilton College

Doctor of Lawa - Mount Holyoke College (6-55)

Doctor of Laws - Grinnell College (6-58)

HONORARY

Honorary Officer of the Most Excellent Order of the British Empire - Appointed by King George VI in 1947.

Chevalier in French National Order of Legion of Honor - Decreed by President of French Republic in 1954.

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A SELECTION OF QUOTATIONS FROM EDWARD R. MURROW (1908-1965)

----Everyone is a prisoner of his own experiences. No one can eliminate prejudices..just recognize them.

December 31, 1955, Contemporary Quotations, p. 321.

----It is well to remember that freedom through the press is the thing that comes first. Most of us probably feel we couldn't be free without newspapers, and that is the real reason we want the newspapers to be free.

March 12, 1958, New York Herald Tribune, Contemporary Quotations, p. 395

----A reporter is always concerned with tomorrow. There's nothing tangible of yesterday. All I can say I've done is agitate the air ten or fifteen minutes and then boom..it's gone.

December 31, 1958, News summary, Contemporary Quotations, p. 404

----There are in this world no absolute standards of truth. Different men may view the same event in different lights, and one man's truth may be another man's falsehood.

Introduction to Crosscurrents, Spring 1962

----The way of free choice is the way of promise, just as it is the way of danger. We are not compelled to our strength. We have equally the free choice of our weakness. Democracy in education does not mean equal treatment for all--the bright as well as the dim--but equal opportunity for all. We cannot let democracy stand for the levelling of everyone to the level of the average.

February 16, 1962 speech to the American Association of Colleges for Teacher Education.

----Global Television will not bring more wisdom to our minds. It will only give wider dissemination to what our minds have to say. I suggest the problem of what we are to say is the one to which the broadcast world might well turn its mind.

April 2, 1962 speech to National Association of Broadcasters

----In the fever of deep dread that must at times beset us all there is cooling consolation that the only thing that has kept pace with the instruments of mass destruction have been the instruments of mass communications. We have pitched man out into orbit. He may someday take with him weapons of destruction such as short years ago not even fantasy would have imagined. But that orbiting satellite may carry as well the mechanism of meshing our minds more closely together.

----In the broad sweep, it is the purpose of USIA to portray this country as it really is. The truth must be our guide, but dreams must be our goal. We must try to reflect the fact that this country is not allergic to change. We shall tell the yearning, hopeful masses of the world: 'We share your dreams. Ours was the first of the great revolutions. We offer no panaceas. We do offer our experience and energies in the search for betterment, for human excellence. We sponsor and promote a tradition of government by the governed, of revolution by consent.' Basically, the overriding job of USIA is to make this country understood.

September 18, 1961, Newsweek

----American traditions and the American ethic require us to be truthful, but the most important reason is that truth is the best propaganda and lies are the worst. To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful. It is as simple as that.

March 28, 1963 statement before the Subcommittee on International Organizations and Movements, House of Representatives

----Our concern is with the idea and the ideal. We cannot gauge our success by sales. No profit and loss statement sums up our operations at the end of each year. No cash register rings when a man changes his mind, no totals are rung up on people impressed with an idea. There is no market listing of the rise or fall in the going rate of belief in an ideal. Often, one's best work may be merely to introduce doubt into the minds already firmly committed.

June 19, 1963 speech to the 59th Convention of the Advertising Federation of America

----As USIA director Edward R. Murrow said recently, he wants officials to "wear out more shoe leather and fewer typewriter ribbons."

Newsweek, November 25, 1963, p. 38

----What essentially we seek in our work abroad is to assist the development of societies that are compatible with our own. We Americans do not ask others to copy our institutions. We do not prescribe our practices as their panaceas. But we do submit that we have had some experience in this difficult process of nation-building. We would share with other lands--new lands--the benefits of our experiences in the hope that they will leap-frog our mistakes to their own advantage.

"USIA Today and Tomorrow," in Foreign Service Journal, July 1963

----I would hope that increasingly, in all media, we would not only ask ourselves that important question why are we doing it, but that we would also try to deal more with ideals that with images.

----An image, as I understand it, is something you fit into. An ideal something to which you aspire.

April 24, 1961, speech to Employees of USIA on his assumption of the Directorship.

----I think we must recognize democracy is always unfinished business--that we cannot expect emerging nations to imitate us in detail. We cannot be surprised when nations to which we have acted as both midwife and fairy godmother fail to pursue precisely the policies and practices that we advocate.

Ibid.

----Many in this country are disappointed that the emerging nations to which we have acted as midwife and fairy godmother have not chosen to imitate our economic and social system. In many cases they cannot do so. They have neither the capital nor the education. We cannot impose our social or economic structure upon them. But we can and should tutor them in the ways of our law, persuade them that democracies' business is always unfinished business, and to the preachment of our principles, we must add the pride of our practice. We cannot successfully extol the virtues of the American way of life abroad when we cannot provide and insure it for several million Americans living in this land.

May 1, 1961 Address to Joint Session, Missouri Legislature to mark "Law Day."

----There have been times in our recent history when we have confused dissent with disloyalty. We have walked too openly with our fears and to little in the company of our faith.

Ibid.

----I choose to admonish no one for his belief, for it is a percept of my democracy that dissent is priceless.

Ibid.

----We live in a state of perpetual crisis. Freedom is hard pressed on many fronts and it must be assumed that the pressure will increase. Freedom is in fact indivisible and the law is its armor. Our greatest strength in this continuing struggle is the worth we place in our rule of law.

Ibid.

----In time of crisis, and now is such a time, nations dig deep into their history for support and sustenance. We must go back to our root holds, to our traditions and our trials. The emerging nations search the record of our youth for inspiration and guidance in their formative years.

Ibid.

----We may not be the first to place man upon the moon, that is a matter of no great moment. We must get our priorities straight and measure our values truly. The future of those who inhabit this minor planet is not on the moon, it is here on the ground where street lights are more important than stars, as those lights illuminate the path to the courtroom where justice is served.

Ibid.

----We participate quite heavily in the pioneering spade work of building education in lands emerging from illiteracy. These lands have an urgent desire to absorb as much as they can as fast as they can...

Speech to American Council on Education, October 1961 quoted in USIA Correspondent November 1961.

----"My agency uses all the media of communication known to man...

"Our aim: to tell them why we do what we do. We are in pursuit of men's minds and opinions. It is an elusive goal. You do not win them quickly or easily. Once won, they give you no commitment that they will stay won. They are people like you and me. They will change their minds as capriciously or as often as we do. They will judge us more by what we do than by what we say. A Cuban invation can defame the name of this country in Latin America, just as an Alliance for Progress can do much to honor it."

Speech to American Management Association, February 1962 quoted in USIA Correspondent, March 1962

----A communication system is totally neutral. It has no conscience, no principle, no morality. It has only a history. It will broadcast filth or inspiration with equal facility. It will speak the truth loudly as it will speak the falsehood. It is, in sum, no more or no less than men who use it.

Speech on accepting the Distinguished Service Award for 1962 of the National Association of Broadcasters, April 2, 1962

----If challenge be our charge, then let boldness be our guide. And if the spotlight of history is focused on this land, let us say with pride that when free ideas were under assault we took our stand on the side of truth.

February 8, 1963 Speech Dedicating VOA Greenville Transmitters

----"There is a false formula for personal security being peddled in our market place. It is this, although not so labeled: Don't join anything, don't associate, don't write, don't take a chance on being wrong...There is no such thing as a Voice of America. That Voice is made up of senators, and admirals, and clergymen, the Supreme Court, trade policies, race relations. There is no longer such a thing as a domestic news story; each is part of the voice of this country abroad. And if that collective voice tells the story of reduced freedom, of a tyranny of silence, of a fear of change, then within measurable time we shall find ourselves a great, powerful continental island off the coast of Kamchatka, with the rest of the world either united against us or indifferent to our fate. Our example, our demonstration of freedom in action, may be more powerful than our dollars, more persuasive than the threat of our bombs."

June 28, 1954 Accepting the Freedom House Award quoted in In Search of Light New York, 1967, p. 353.

----Freedom is not to be bought in the bargain basement--nor for a lump sum--it must be paid for and argued about by each succeeding generation. Weapons may change, maps may be altered, alliances falter; but freedom remains the continuing concern of men and women who are conscious of their heritage and who would remain free.

June 28, 1954 Accepting the Freedom House Award quoted in In Search of Light, New York, 1967, p. 349.

----I am entirely persuaded that the American public is more reasonably restrained and more mature than most of our industry's program planners believe. Their fear of controversy is not warranted by the evidence. I have reason to know, as do many of you, that when the evidence on a controversial subject is fairly and calmly presented, the public recognizes it for what it is--an effort to illuminate rather than to agitate.

October 15, 1958 speech to a convention of radio and television news directors quoted op. cit. p. 355.

Press Information
485 Madison Ave., New York 22, N.Y.

June 2, 1960

"BERLIN: END OF THE LINE"
ON "CBS REPORTS" JUNE 17

West Berlin, pawn of East-West tension, will be the subject of the next "CBS Reports" program, "Berlin: End of the Line," Friday, June 17 (CBS Television Network, 9:00-10:00 PM, EDT).

Edward R. Murrow, reporter-narrator of the program, who flew to the former German capital when it was again placed in jeopardy by the collapse of the Paris summit conference, has returned after a series of interviews with Western leaders and the people of Berlin.

Among those interviewed on "Berlin: End of the Line" are West German Chancellor Konrad Adenauer and Mayor Willy Brandt of West Berlin.

The program will be a history and study of Berlin from its division by the victorious Allies in 1945 through the airlift, the return of prosperity, the rearmament of Germany, the Soviet demand for Western withdrawal, the plans for the Big Four meeting to resolve the issue, and Soviet Premier Nikita S. Khrushchev's abrupt and emotional ending of the Paris conference.

In the documentation of the recent past, those whose opinions on various phases of the subject will be represented are the late Ernst Reuter, former Mayor of Berlin; President Eisenhower, Field Marshal

(More)

Montgomery, former President Harry S. Truman, Adlai E. Stevenson, British Prime Minister Harold Macmillan, Premier Khrushchev, author-historian Edward Crankshaw, and the people of West Berlin.

Fred W. Friendly, executive producer of "CBS Reports," is the producer of "Berlin: End of the Line," which is sponsored by the B.F. Goodrich Co., through BBDO.

* * *

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CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

October 16, 1958

THE FRIENDS ONE MAKES ON "PERSON TO PERSON"

Chris Zarick, a veteran waiter in San Francisco, rarely forgets a face -- particularly if it's one he's met on "Person to Person."

Zarick recently told San Francisco News reporter William Steif that Dr. Norman Vincent Peale came into Tadich's Restaurant shortly after his "Person to Person" visit. Zarick, much to his embarrassment, found himself greeting Dr. Peale as an old friend.

This was hardly a new experience for the clergyman. As a matter of fact, similar things have happened to other "Person to Person" guests. Actor Maurice Evans, for instance, had been trading in one particular haberdashery for years. The same salesman always waited on him and was completely impersonal. The day after Evans' visit with Mr. Murrow, Evans went in to buy a tie. "Good morning Mr. Evans," said the salesman, who recognized at last his faithful customer.

Actor John Cassavetes and his actress wife, Gena Rowlands, had lived in their neighborhood for several years, trading at the same grocery store. The morning after their visit with Edward R. Murrow, the butcher called and asked if they didn't want to open a charge account.

To get back to Dr. Peale, he told Mr. Murrow of another man who recognized him. "It was in Hollywood's Brown Derby. A man who had been drinking more than he should came up to me at a table and with the best of intentions told me, 'Dr. Peale, I've read all your books. You've made me what I am today.'"

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza I-2345

MR. ED MURROW
485/17

October 16, 1958

Following are excerpts from "Open Letter to An Ordinary Man," which was published in the October issue of Minutes, a magazine distributed by Nationwide Insurance to policyholders and other friends of the company:

Dear Sir:

Wednesday evening, October 22, your CBS Radio station will broadcast a program of interest to you.

The program will be called "The Hidden Revolution," and it will be the first in a series of documentaries dealing with the momentous issues facing mankind today. Produced for Nationwide Insurance by the Public Affairs Department of CBS News, the series will be narrated by Edward R. Murrow.

We're sponsoring these programs because we believe they will contribute to listeners' understanding of themselves and of the rapidly changing world. As you know, the lives of all of us have been affected and are being altered by unprecendented scientific and technological progress. This progress presents one of the greatest problems man has ever had to face -- the problem of making himself at home in an environment grown suddenly too complex to understand and seemingly too big to control.

Faced with such a problem, a person has one alternative -- either he does his best to solve it, or he retreats from it.

(More)

Several sociologists and writers have claimed to see evidence of retreat on every side. They say we're all afraid; that man no longer feels he is the master of his destiny; that we have given up. They say people don't want to think anymore; that they want to leave the thinking to the experts.....

All these charges may be true. We believe, though, that the problem of adjusting to great technological changes can be solved only by people themselves, not by "experts." We believe many people are searching for a solution, but that the problem is too big to be solved by one man alone. We also believe that ordinary people, working together, can do extraordinary things.

In support of these beliefs, on the evening of October 22, throughout our operating territory, many Nationwide Insurance agents will hold meetings of policyholders. We hope you will be able to attend one of these meetings. Each group will listen to the radio program, then discuss it. Everyone will have a chance to take part. We believe the discussions, by focusing attention on important issues, will shed light on the total problem. Anyone wishing to discuss the issues further will be given discussion guides and other materials....

We welcome your participation -- as a listener to the radio program in your own home, as a guest at your agent's meeting, or as a member of an Advisory Committee at later meetings. We know you will find the radio program engrossing and thought-provoking. We think you will find meeting with others to discuss a matter of mutual concern

(More)

a stimulating experience. And we hope you will make the exciting discovery that no problem is too great if people -- ordinary people -- will only face it together, think about it, talk about it, and act.

Sincerely,

NATIONWIDE INSURANCE

* * *

(The premiere of "The Hidden Revolution" will be broadcast on the CBS Radio Network on Wednesday, Oct. 22 at 8:00-9:00 PM, EDT. Subsequent programs will be heard on November 19, December 17, January 21, February 18 and March 18, at 8:30-9:00 PM, EST.)

PROGRAM HIGHLIGHTS FROM CBS RADIO

Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

October 14, 1958

WEDNESDAY, OCTOBER 22

REUNION AWAKENS RIVALRY IN "WHISPERING STREETS" STORY

A young actress returns to her home town and sees the young men who vied for her hand. As adults, they learn about lasting friendship, on CBS Radio's "Whispering Streets" Wednesday, Oct. 22 at 11:05-11:30 AM, EDT.

"JUST ENTERTAINMENT"

The Jack Halloran quartet sings about "Istanbul" on CBS Radio's "Just Entertainment" program Wednesday, Oct. 22 at 2:45-3:00 PM, EDT. Marion Morgan offers "Autumn in New York" for her solo and Pat Buttram sings a special musical composition.

"THE HIDDEN REVOLUTION"

"The Hidden Revolution," a Unit One production of the Public Affairs Department of CBS News, is narrated by Edward R. Murrow on the CBS Radio Network Wednesday, Oct. 22 at 8:00-9:00 PM, EDT. The program is designed to explore the social, political and human problems caused by the rapidly increasing pace of scientific and technological advance. Distinguished guests present their views on aspects of the problems raised.

The series is produced under the general supervision of Irving Gitlin, Director of the Public Affairs Department of CBS News.

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

MR. ED MURROW
485/17

October 9, 1958

ROSEMARY CLOONEY, VIC DAMONE TO PRESENT
NEW "FORD ROAD SHOW" SERIES ON CBS RADIO

Rosemary Clooney and Vic Damone will be heard on the CBS Radio network in a new series of ten "Ford Road Shows" each week-end, beginning Saturday, Oct. 11. They will alternate in these five-minute musical programs, with the Buddy Cole Trio supplying the musical background.

The series will be sponsored by the Ford Division of the Ford Motor Co.

A third prominent vocalist will join Miss Clooney and Mr. Damone at a later date.

The "Ford Road Shows" will be broadcast on Saturdays at 10:25 AM, 1:30 PM, 5:55 PM, 6:25 PM and 7:05 PM, EDT; on Sundays at 10:30 AM, 12:30 PM; approximately 4:45 PM, following the football game broadcasts; 5:55 PM and 8:30 PM, EDT, beginnign this weekend. (Editors: Please consult your local station for broadcast times in your area.)

The programs, which will originate in Hollywood, will be produced and directed by Murdo Mackenzie. Buddy Cole is the musical director, with Ken Carpenter the announcer.

Agency for the Ford Motor Co. is J. Walter Thompson Company.

* * *

NEWS FROM CBS RADIO

Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

~~H. Rev.~~

October 6, 1958

PROBLEMS OF GROWING SUBURBS TO BE A TOPIC
OF CBS RADIO'S "THE HIDDEN REVOLUTION"

An estimated 14 million Americans have moved from the cities out into the suburbs within the past ten years, in what Professor Robert C. Wood calls "the greatest migration in the shortest time that our country has ever known."

Mr. Wood, a Professor of Political Science at M.I.T. and author of the forthcoming book, "Suburbia--Its People and Politics," made this statement as he was interviewed by one of the teams of reporters preparing CBS Radio's special series of actuality reports, titled "The Hidden Revolution." The opening program will be broadcast on Wednesday, Oct. 22 at 8:00-9:00 PM, EDT.

The series, which will explore the social, political and human problems caused by our rapidly advancing science and technology, will have as one of its topics America's changing ways of living, with special emphasis on the new suburbs.

In probing this aspect of life in the U.S.A., the producers of "The Hidden Revolution" have also discovered that about 100 million Americans now live in urban areas. In discussing this fact, Professor Wood points out that there is now a so-called "linear city" on the Eastern seaboard, stretching from Portland, Maine, to Richmond, Virginia -- a vast, urbanized strip interrupted at only two points.

(More)

The problems of local government arising out of this suburban migration will be discussed by Mr. Wood and other experts.

The opening program of "The Hidden Revolution," a Unit One presentation of the Public Affairs Department of CBS News, will have James Fleming as its executive producer, with Arthur Rabin and Richard Siemanowski as associate producers. The series will be sponsored by Nationwide Insurance, Columbus, Ohio.

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

MR. ED MURROW
485/17

October 1, 1958

"THE HIDDEN REVOLUTION," NEW CBS RADIO ACTUALITY SERIES,
TO EVALUATE CHANGES IN OUR LIFE BROUGHT ABOUT BY SCIENCE

Top Scientists, Sociologists, Government and Military Personnel
To Participate in Unit One Documentary Program

Edward R. Murrow to be Narrator

A series of six special actuality reports, entitled, "The Hidden Revolution," in which top scientists, sociologists, government and military leaders will participate, will be heard on the CBS Radio Network during the 1958-1959 season, sponsored by Nationwide Insurance. The announcement was made today by Murray D. Lincoln, President of Nationwide Insurance, Columbus, Ohio, and Arthur Hull Hayes, President of CBS Radio.

The opening program, produced by Unit One of the Public Affairs Department of CBS News, will be broadcast on Wednesday, October 22 at 8:00-9:00 PM, EDT.

"The Hidden Revolution" will be narrated by Edward R. Murrow. Its aim will be the exploration of the social, political and human problems caused by the rapidly increasing pace of scientific and technological advance.

The following prominent personalities will be heard on the first broadcast, among others:

(More)

Gen. Nathan F. Twining, U.S.A.F., Chairman, Joint Chiefs of Staff; Vice Admiral Hyman G. Rickover, and Roy W. Johnson, Director of the Advanced Research Projects Agency, who will describe the role of national defense in this era of transition.

Among the historians and social critics who will analyze the human consequences of scientific advances will be Caryl P. Haskins, President of the Carnegie Institute of Washington; John Kenneth Galbraith, author of the current bestseller, "The Affluent Society"; Prof. Oscar Handlin of Harvard University, and Dr. C. Northcote Parkinson, author of "The Evolution of Political Thought." These experts will examine the state of cummunications between scientists and non-scientists.

Dr. Clark B. Millikan, of the Space Laboratory of Cal Tech.; physicist Dr. Jerrold R. Zacharias, and George R. Harrison, Dean of Science at the Massachusetts Institute of Technology, will document important changes taking place in the scientific world.

Edward R. Murrow will ask Dean Stanley F. Teele, of the Harvard University Graduate School of Business, to appraise the changing role of business leaders in these times. Secretary of the Interior Fred A. Seaton will describe the work of the Office of Saline Water and will discuss the early possibility of mass conversion of sea water into fresh water with all of its vast national and international implications.

The role of the so-called "organization man" will be analyzed by Prof. Samuel A. Stouffer of Harvard, a sociologist who applies mathematics to his specialty. The new suburbs and other aspects of America's changing ways of living will be explored by Prof. Robert C. Wood,

(More)

political scientist and author of "Suburbia--Its People and Politics." Citizens of Dade County, Fla., will discuss the merits of their "Metro" plan for regional local government.

In making the announcement of this new program, Mr. Lincoln, Nationwide President, said: "We see this series as a stimulus that will help awaken people to the fundamental issues of our time and change the popular mood in this country from one of seeming indifference to public issues to one of responsible, articulate concern." He added: "We are satisfied that the imaginative techniques and dramatic effects to be applied by CBS will make it entertaining and interesting enough to hold listeners -- even those who may feel they're not much interested in some of the subjects."

Mr. Hayes added: "CBS Radio is happy to welcome Nationwide Insurance to its list of important sponsors. This addition strengthens our belief that leaders of big business are increasingly aware of their responsibility in public affairs. 'The Hidden Revolution' will be one of the most ambitious programs of its type ever to be broadcast. It points up the continuing vitality of network radio."

Following the October 22 premiere, subsequent presentations of "The Hidden Revolution" will be heard on November 19, December 17, January 21, February 18 and March 18, at 8:00-8:30 PM, EST.

The series will be produced under the general supervision of Irving Gitlin, Director of the Public Affairs Department of CBS News. James Fleming is Executive Producer, with Arthur Rabin and Richard Siemanowski as Associate Producers for the opening show. Don Kellerman will produce the subsequent broadcasts.

Agency for Nationwide Insurance is Ben Sackheim, Inc.

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

Publicity

MR. ED MURROW
485/17

September 15, 1958

ROSS LABORATORIES DISTRIBUTES TRANSCRIPT OF "WHO KILLED MICHAEL FARMER?"
VERBATIM CBS RADIO REPORT SENT TO OVER 6,000 SCIENCE WRITERS

The verbatim transcript of the CBS Radio broadcast "Who Killed Michael Farmer?", the shocking analysis of juvenile crime containing first-hand reports of a 15-year-old boy's murder, has been sent to more than 6,000 science writers, editors, and public health officials by the Medical Department of Ross Laboratories, Columbus, Ohio.

The transcript was published in full in the July-August issue of "Developments in Infant and Child Care," the science newsletter distributed regularly by Ross Laboratories. In a letter attached to the publication, Dr. W. O. Robertson, Associate Medical Director and Editor, wrote:

"We have had several requests asking us to prepare or distribute material in the complex area of juvenile delinquency.

"Realizing that brief coverage of this topic cannot be definitive, we feel, however, that the attached script will be especially interesting to you. . .

"The script, 'Who Killed Michael Farmer?', was presented as a 'Unit One' production of the CBS Public Affairs Department over the CBS Radio Network on April 21, 1958, and rebroadcast on April 30 in response to public interest..."

The program, narrated by Edward R. Murrow, was produced by Jay McMullen, with Arthur Rabin associated in production.

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

Publicity

June 30, 1958

LE SUEUR TO SUBSTITUTE FOR MURROW

Edward R. Murrow and his family, will embark on a trip to the Pacific Northwest, following Friday's (June 27) broadcast of the "Edward R. Murrow With the News" program on CBS Radio.

While there, he expects to visit his mother, and get in some canoeing and fishing with his son, Casey.

During his absence, Larry LeSueur will substitute on Murrow's 7:45-8:00 PM, EDT news reports.

Murrow will return to the CBS Radio program Monday, Sept. 8.

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

Publicity

January 23, 1958

JOEL TALL, CBS RADIO STUDIO TECHNICIAN, IS AUTHOR
OF NEW BOOK ON TECHNIQUES OF MAGNETIC RECORDING

Joel Tall, CBS Radio studio technician and specialist in tape recording techniques, is the author of a new volume, "Techniques of Magnetic Recording," just published by the MacMillan Company with a foreword by Edward R. Murrow.

The book's 20 chapters include essays on the history and theory of magnetic recording and its recent developments, as well as descriptions and analysis of the various tape and wire materials used in recording. There are also chapters on such essentials of recording technique as equipment maintenance, editing, copying, re-recording, in addition to a specific chapter on radio broadcasting practices.

Seven other chapters deal with magnetic recording techniques in such specialized fields as education, medicine, public entertainment, jurisprudence, motion picture production and home use. The book includes an 8-page glossary of technical terms, an 18-page bibliography and an index. Chapter Seven, "Recording Sound in Nature," was contributed by Dr. Peter Paul Kellogg, Professor of Ornithology and Biological Acoustics at Cornell University.

The volume is copiously illustrated with photographs and diagrams. The frontispiece is a reproduction of the drawing submitted to the U.S. Patent Office in 1899 by Valdemar Poulsen for a magnetic

(More)

sound recording device. It became the first "Apparatus for Effecting the Storing Up of Speech or Signals..." to be granted in the United States.

Joel Tall's work in radio technology goes back to 1922 when radio receiving sets were emerging from the crystal-and-oatmeal-box stage. He has been at CBS since 1942. In 1953 he was chosen to record the sessions of the "Big Three" Conference in Bermuda. He has written extensively for technical magazines and occasionally for more popular magazines such as The Saturday Review. He is a member of the Acoustical Society of America, the Society of Motion Picture and Television Engineers, and of the Cornell Laboratory of Ornithology.

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

January 22, 1958

CBS RADIO WINS 10 OF 17 TOP COMPETITIVE AWARDS IN RADIO EDITOR-POLL

CBS Radio has won top awards in ten out of 17 competitive classes in Radio-Television Daily's All-American Awards of the Year for 1957, the paper revealed this week. The nation's leading radio and television editors also voted the network the winner of numberous plaques in the poll's listing of radio's "First Five" programs and personalities in each of 20 divisions.

Edward R. Murrow won double honors as Radio's Man of the Year and Commentator of the Year; while Rosemary Clooney, hostess of CBS Radio's "Ford Road Show," also netted a double citation as Woman of the Year and as the Year's Best Female Vocalist.

The network's "Gunsmoke" was chosen as the Best Dramatic Show for 1957.

Another double award went to the "Jack Benny Program" as Comedy Show of the Year and as the Best Transcribed Series.

CBS Radio's "The Best in Music," formerly "The Woolworth Hour," was chosen as the Year's Best Musical Show.

"Sez Who!" was named the Quiz Show of the Year.

Stan Freberg was named 1957's Most Promosing New Talent.

In the trade paper's list of "First Five" radio programs in the nation, Robert Q. Lewis and Stan Freberg, respectively, followed Edward R. Murrow in the Man of the Year category.

(More)

CBS Radio's "Suspense" and "Indictment" won second and third places, respectively, under "Gunsmoke" as the Year's Best Dramatic Shows on radio.

Among the comedy shows of the year, the network's programs were voted four out of the top five positions. In addition to Jack Benny in the Number 1 spot, the radio-TV editors chose Stan Freberg, Amos 'n' Andy and Robert Q. Lewis.

The New York Philharmonic was named one of the top five musical shows for 1957.

CBS Newsman Eric Sevareid was voted the Number 2 position as Commentator of the Year, with only Edward R. Murrow receiving more of the press' votes.

CBS Public Affairs' "Galindez-Murphy Case: A Chronicle of Terror" was named to the top five in the Documentary of the Year class.

In two classes in which the nation's press named only four choices, Quiz Show of the Year and Best New Program Idea, "Sez Who!" won high honors. The panel show, hosted by Henry Morgan, won the top niche in the quiz program category, in which "The Last Word" also was named.

Two of CBS Radio's sportscasters, Herman Hickman and Jim McKay, were voted among the best five sportscasters of the year.

Among the five Best Transcribed Series, in addition to the "Jack Benny Program," plaques were awarded to "Amos 'n' Andy" and "Gunsmoke."

Two programs produced by the CBS Public Affairs Department of CBS News, "The Asian Flu - and "What it Means to You" and "Radio Beat," won honors as the Year's Best Public Service Programming.

(More)

CBS Radio producer Paul Roberts was singled out as one of the medium's Best Producers for 1957; while Bruno Zirato, Jr., was elected as one of 1957's five top directors.

Both the "Robert Q. Lewis Show" and "Arthur Godfrey Time" figured as top Variety Shows of the Year in the poll.

In addition to Rosemary Clooney's election as the Female Vocalist of the Year, CBS Radio's Rusty Draper was named among the top five Male Vocalists for 1957.

* * *

MR. ED MURROW
48[illegible]

Publicity

Press Information
485 Madison Ave., New York 22, N.Y.

Do Not Release Before 8:30 PM, EST, Thursday, Jan. 16

January 16, 1958

CBS TELEVISION TOPS ALL NETWORKS
IN WINNING 13 SYLVANIA AWARDS

"Playhouse 90," "Studio One" and See It Now"
Cited Twice at Annual Dinner in New York

CBS Television has won thirteen 1957 Sylvania Television Awards -- more than any other network -- it was announced tonight (Thursday) January 16. Presentation of the awards was made at a dinner in the Hotel Plaza, New York City.

Twelve of the thirteen awards went to CBS Television Network programs and stars, while the other, for local programming excellence, went to WSPD-TV, CBS Television affiliate in Toledo, Ohio.

"Playhouse 90," "Studio One," and "See It Now" were given two awards each. Patty McCormack was cited for Outstanding Performance by a Supporting Actress honors, for her "Playhouse 90" portrayal of Helen Keller in "The Miracle Worker," and William Gibson won the Outstanding Original Teleplay award for the Keller story.

The "Studio One" awards went to Kim Stanley, for her work in "The Traveling Lady," and to Lee J. Cobb, for his performance in the two-part drama, "No Deadly Medicine".

(More)

Special awards were presented to "See It Now" for the one-time program, "Marian Anderson -- The Lady From Philadelphia" and to "Face The Nation" for the interview with Nikita Khrushchev. The second "See It Now" award was for The Best Documentary Series.

The award for the outstanding performance by a Supporting Actor went to Torin Thatcher, for his work in "Beyond This Place" on CBS Television's "Du Pont Show of the Month."

The Outstanding New Series award was given to "The Twentieth Century"; the Outstanding Public Service Series was "U. N. in Action"; The Outstanding Children's Series was "Let's Take A Trip" and The Outstanding Religious Series was "Look Up and Live."

WSPD-TV, CBS Television station in Toledo, won the local award for the Outstanding Local Public Service Series, "The One Inside," a 13-program film expose which led to immediate reforms of conditions at the Toledo State Hospital.

* * *

FEATURE SERVICE FROM CBS RADIO

Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

Publicity

December 27, 1957

QUOTE AND UNQUOTE

"We live in a world we think unsettled, but we forget how great men have been unsettling the world ever since the beginning of history."--Dr. Lyman Bryson on CBS Radio's "Invitation to Learning."

* * *

"You know, it's funny how long it takes a fellow to learn to manage things. As an illustration, if there's somebody I don't care for particularly, somebody I'd just as soon avoid, I've got a perfect plan. I just lend him a book. That way, I can be sure I'll never see him again."--CBS Radio's Pat Buttram.

* * *

"In our search for happiness, we are sometimes too apt to pray that mountains be moved, when all we need is the courage to climb them."--From CBS Radio's "Right to Happiness."

* * *

"The Russian offer to negotiate poses a dilemma. For example, do we sit down with them at a conference table now, or do we wait until we have come nearer to closing the gap in long-range missle development? The situation recalls the observation once made by Ralph Waldo Emerson. 'This time, like all other times,' he said, 'is a very good one--if we but knew what to do with it.'"--"Edward R. Murrow With the News" on CBS Radio.

* * *

FEATURE SERVICE FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

4-B-2 Publicity

December 13, 1957

QUOTE AND UNQUOTE

"Minds are like parachutes. They only work when they are open." -- CBS Radio's Galen Drake.

* * *

"Willard Gidwitz, one of three brothers who own a company making beauty aids, says that blondes and redheads are still eyed with suspicion and that most women dye their hair brown. For some reason, he says, men never figure that brown hair can be dyed hair." --From CBS Radio's "Wendy Warren and the News."

* * *

"I learn from the mistakes of others, because I know I'll never live long enough to make them all myself." --CBS Radio's Pat Buttram.

* * *

"There has been much emphasis of late on the principle of inter-dependence. Pierre van Paassen expressed this principle when he said: 'In whatever direction the future moves, whether the earthquake is long in coming or not, we must from now onward learn to live and act in the knowledge that we are all responsible to and for one another.'" --"Edward R. Murrow with the News" on CBS Radio.

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

MR. ED MURROW
485/17

Publicity

December 11, 1957

FIRST COMPLETE REPORT OF AMERICAN NATO POLICY
ON MURROW'S CBS RADIO NEWSCAST

First complete details of United States' policy proposals for the forthcoming NATO Summit Conference were revealed last night (Dec. 10) in an exclusive report from Paris on CBS Radio's "Edward R. Murrow With the News" by David Schoenbrun, CBS News Correspondent in Paris.

Mr. Schoenbrun's report, outlining U.S. policy in nine points, and based on non-American sources, follows:

The United States' position at the NATO Conference was outlined in nine policy papers which were given to NATO allies a week ago today, and of which this reporter saw details today.

The first paper lays down policy on the atomic stockpile which the United States will make available to SACEUR (Supreme Allied Commander Europe) of NATO in time of war. In peacetime, the atomic weapons are to remain in sole United States custody. In time of war SACEUR -- who is an American -- will make available to NATO "nuclear capable forces."

The second paper deals with the Intermediate Range Ballistics Missile. The United States is now prepared to make IRBM's available to the NATO Commander immediately for the creation of bases in countries he designates as strategically necessary and with the consent of the country concerned.

(More)

The third paper proposes a "brains pool" in the form of a chief scientific advisor to the NATO Secretary General and a fifteen-nation scientific committee for constant study and consultation, pooling scientific knowledge short of atomic military secrets.

The fourth paper deals with a mutual weapons pool that has to do with the sharing of production know-how on a series of modern dual purpose weapons, including the development of new designs by an integrated NATO ordnance team. This includes current weapons, such as the Honest John and the Nike, as well as the future weapons to be designed by all the NATO nations, with blueprints for all to share.

The fifth paper reaffirms the United States intention to maintain forces on the European continent for security of the western alliance. It also insists that the NATO force goal of thirty nuclear-equipped, trained divisions must be met.

The sixth paper reviews western disarmament proposals to the United Nations and the disarmament subcommittee pointing out that the west is ready and willing to impose world-wide disarmament.

The seventh paper outlines United States policy on consultations. This is worded in very general terms, pointing out that the allies should, as a matter of course, consult each other constantly.

The eighth paper deals with recounting of the Eisenhower Atoms for Peace plan and the steps taken and to be taken to implement it.

The ninth paper expresses economic cooperation within the NATO area, and pledges the United States to continued cooperation within the NATO area and a continued Mutual Aid program.

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

Publicity

MR. ED BLISS
485/17

November 26, 1957

CBS NEWSMEN TO GATHER FOR 9TH ANNUAL "YEARS OF CRISIS: 1957"
REPORT AND ANALYSIS OF YEAR'S MAJOR WORLD DEVELOPMENTS

Edward R. Murrow Will Moderate CBS Radio's Round-Table Discussion
By Nine Veteran Newsmen Covering Foreign and Domestic Assignments

---

"Years of Crisis: 1957," CBS News' ninth annual year-end broadcast for which CBS News Correspondents are flown to New York from posts around the world to join Edward R. Murrow in reporting and analyzing the year's major news developments, will be presented on CBS Radio Sunday, Dec. 29 at 12:05-12:55 PM, EST; and on CBS Television at 4:00-5:00 PM, EST.

Edward R. Murrow, reporter and news analyst heard nightly on the "Edward R. Murrow with the News" program on CBS Radio, host of CBS Television's "Person to Person," and reporter and co-producer of "See It Now," will be chairman.

The CBS Correspondents joining Mr. Murrow in this special broadcast will include:

Eric Sevareid, Chief Washington Correspondent for CBS News;
Howard K. Smith, whose assignments during the past year included both Washington and London for CBS News;

(More)

Alexander Kendrick, London;

David Schoenbrun, Paris;

Winston Burdett, Rome;

Ernest Leiser, Bonn;

Daniel Schorr, Moscow;

Peter Kalischer, Tokyo.

The newsmen will probe issues ranging from the shifting balances of power throughout the world to the relative merits of the educational systems of various world powers. The reporters will pool their knowledge gained by their experience in their respective sectors of the world.

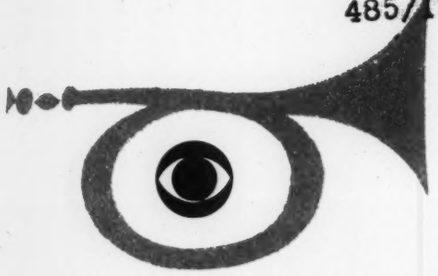
"Years of Crisis: 1957" will be produced under the general supervision of John F. Day, CBS Director of News. Robert A. Skedgell, Assistant Director of News, Radio, will direct the broadcast on CBS Radio.

* * *

MR. ED MURROW
485/17

Publicity

CBS TELEVISION



PREMIERE

485 MADISON AVE., NEW YORK 22, N.Y.

September 25, 1958

PRIME MINISTER NEHRU, ALDOUS HUXLEY, THOMAS E. DEWEY SCHEDULED TO JOIN EDWARD R. MURROW ON PREMIERE OF "SMALL WORLD" OCT. 12

Distinguished Guests Will Span Oceans As They Converse From New Delhi, India; Turin, Italy; And Portland, Me.

India's Prime Minister Jawaharlal Nehru, the celebrated British novelist Aldous Huxley, and former New York State Governor Thomas E. Dewey are scheduled to join Edward R. Murrow in spontaneous conversation on the premiere program of "Small World," on the CBS Television Network, Sunday, Oct. 12 (6:00-6:30 PM, EDT).

Mr. Nehru will participate from the Prime Minister's residence in New Delhi, India; Mr. Huxley will be speaking from Turin, Italy; and Governor Dewey will join them from Portland, Maine, where he will be, temporarily, on business. Mr. Murrow will act as host for the unprecedented four-way conversation, speaking from the "Small World" studios in New York City.

Mr. Murrow and his distinguished guests will be seen engaging in direct conversation with each other through a seemingly simply blending of television film, overseas radio and long-distance telephone techniques. To enable the widely-separated guests to meet and to chat "face-to-face" on the television screens of the nation, veteran CBS Television camera crews will make, simultaneously, complete sound-and-film records of the transcontinental conversation at the four points of

(More)

origin. This footage will arrive in New York six days before the premiere program. Barring unforeseen technical difficulties, thirty minutes of the four-way discussion -- which will be wide-ranging and unrehearsed -- will be presented on the Oct. 12 program.

In view of the unusual technical obstacles to be overcome by the camera crews in synchronizing the filming and sound-recording in the four distant localities, "Small World" will have other programs featuring other distinguished guests on hand for the premiere date.

Mr. Nehru will participate in the production of the "Small World" premiere on the day after he returns from his current series of talks with the Maharajah of the remote Himalayan state of Bhutan. Mr. Nehru has been India's Prime Minister and Minister of external affairs since 1947.

Mr. Huxley has been internationally famous as a novelist and satirist for the past three decades. He has written more than twenty novels since 1920, of which some of the most famous are "Point Counterpoint," "Eyeless in Gaza," "Brave New World," and "After Many a Summer Dies the Swan."

Mr. Dewey was Governor of New York State from 1942 to 1954 and Republican candidate for the Presidency in 1944 and 1948. Frequently a major spokesman for the Republican Party, he remains close to the Administration.

"Small World" is produced for the CBS Television Network by Edward R. Murrow and Fred W. Friendly. Associate producer is Palmer Williams.

"Small World" will be sponsored, alternately, by Renault, Inc. and Olin Mathieson Chemical Corporation. The agency for Renault is Needham, Louis & Brorby, Inc. The agency for Olin Mathieson is D'Arcy Advertising Company.

* * *

Publicity

CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

September 25, 1958

ABIGAIL VAN BUREN AND SOME THOUGHTS,
"PERSON TO PERSON," ON "BRINGING UP PARENTS"

Columnist Abigail Van Buren ("Dear Abby") told Edward R. Murrow last week that she is receiving more and more mail from CHILDREN asking for advice on the problems of "bringing up PARENTS"

As a mother of two teen-agers, Miss Van Buren, the dispenser of advice on love and romance, feels qualified to pass along some opinions on this subject too.

Abby, who will be visited on "Person to Person" Friday, Oct. 3 (CBS Television Network, 10:30-11:00 PM, EDT), says her disagreements with parents are few.

"The most reprehensible thing in the world," she maintains, "is when a child confides in a parent and then finds this confidence betrayed. A parent who treats the trust and confidence of a child lightly is sowing the seeds of a great grief, not only for the child, but also for himself."

Her formula for a contented household, for parents and children alike, is:

1. Spare those around you as much unhappiness as you can.
2. Be kind.
3. Be forgiving.

* * *

CBS TELEVISION NETWORK 485 Madison Avenue, New York 22, N.Y.

September 5, 1957

Following are cast, credits and production data for "The Night America Trembled" which will be presented as the premiere show of the fall season on "Studio One," over CBS Television, Monday, Sept. 9 (10:00-11:00 PM, EDT).

AUTHOR: Nelson Bond

ORIGINATION: 'Live' From New York

STARS: Edward R. Murrow, Alexander Scourby

STORYLINE: A dramatization of the panic that gripped America as a result of the 1938 CBS Radio broadcast of H. G. Wells' classic tale of a Martian invasion of the Earth. Portions of the original broadcast will be re-enacted.

PRODUCER: Gordon Duff

DIRECTOR: Tom Donovan

ASSIST. TO PRODUCER: Joe Scully

SCENE DESIGNER: Larry Eggleton

SET DECORATOR: Ken Krausgill

LIGHTING DIRECTOR: Bob Barry

COSTUMES: Leslie Renfield

SCRIPT CONSULTANT: William Yates

PROGRAM ASSISTANT: Joan Pilkington

MUSICAL DIRECTOR: Eugene Cines

CASTING DIRECTOR: Alixe Gordin

NETWORK PRESS REPRESENTATIVE: Arthur Thebado

(More)

CAST:

NARRATOR	EDWARD R. MURROW
PHILLIPS	ALEXANDER SCOURBY
Actors	Ed Asner
	Frank Marth
	Ray Boyle
Announcers	Norman Rose
	Casey Allen
Tom	Tom Clancy
Dick	Vincent Gardenia
Harry	Fred Scollay
Sam	James Coburn
Elaine	Priscilla Gillette
Millie	Susan Hallaran
Mac	Crahan Denton
Brownie	Al Markim
Mary	Freda Holloway
Bob	Clint Kimbrough
Father	John Gibson
Editor	Frank Daly
Card Players	Fritz Weber
	Warren Beatty
	Warren Cates
Dealer	Larry Robinson
Student	Rob Kilgallen
Joe	Tom McDermott
Director	Robert Blackburn
Timid Man	Roger Quinlan

SPONSOR: Westinghouse Electric Corporation

AGENCY: McCann-Erickson, Inc.

* * *

MR. ED MURROW
485/17

Press Information
485 Madison Ave., New York 22, N.Y.

September 5, 1957

"THE NIGHT AMERICA TREMBLED," NELSON BOND ACTUALITY DRAMA,
STARTS "STUDIO ONE" ON TENTH SEASON MONDAY, SEPT. 9

Actor Alexander Scourby Joins Edward R. Murrow in Presentation
Based on 1938 Radio Broadcast That Spread Panic in U.S.

Alexander Scourby and a cast of 26 principles will join Edward R. Murrow on the fall premiere of "Studio One," Monday, Sept. 9, when "The Night America Trembled" is presented on CBS Television (10:00-11:00 PM, EDT).

Written for "Studio One" by Nelson Bond, "The Night America Trembled" will tell of the panic that swept through the United States during the 1938 CBS Radio broadcast of H. G. Wells' science fiction tale of a Martian invasion of the Earth. With Murrow narrating, portions of the original radio show will be re-enacted. Television cameras will switch from scenes at the radio studio, before and during the broadcast to spots best illustrating the terror that gripped millions of listeners who, 19 years ago, thought they were tuned in on a broadcast of an actual invasion by men from Mars. Several studies have been made of American mass behavior on that occasion and from these recorded cases author Bond has drawn the basis for his drama.

(More)

The original broadcast took place in a New York studio of the Columbia Broadcasting System Sunday night, October 30, 1938. The script was a freely adapted version of H. G. Wells' imaginative novel, "War Of The Worlds," and was intended as an appropriate way of saying "boo" to the radio audience on Halloween Eve. The story told of an invasion of the Earth by hideous, snake-like monsters from Mars who, armed with death rays, were destroying all armed resistance sent against them. Utilizing a realistic news-type presentation, the drama described the landing of a huge meteor-like cylinder at Grovers Mill, New Jersey. With simulated on-the-scene reports, the drama described the emergence from the cylinder of huge serpent-like creatures, with wriggling tentacles and bodies that glistened like wet leather.

Spraying jets of flame, the monsters began a march toward New York annihilating everything that lay in their path. Man's defenses and weapons were useless and disaster for civilization seemed inescapable. Meanwhile, the landing of other machines, at points all over the world, was described. Newspapers the following morning said "a tidal wave of terror swept the nation," as listeners believing the drama to be an actual happening, began to react in panic.

During the broadcast, four announcements were made to the full network, explaining that the program to which the audience was listening was a dramatization. One announcement was made at the beginning, one before the station break, one after the station break and one at the program's end. As a result of the hundreds of telephone calls, and the reported panic throughout the country, three other announcements were made during the remainder of the evening and, in addition, 60 per cent of all stations carrying the show interrupted the broadcast to

(More)

make local announcements. Nevertheless, a panic born of misunderstanding was afoot in the country -- a panic that remains one of the most well remembered events in American broadcasting history.

"The Night America Trembled" will be produced for "Studio One" by Gordon Duff and directed by Tom Donovan. Other members of the cast include, Casey Allen, Norman Rose, Frank Marth, Priscilla Gillette, James Coburn, Crahan Denton, Al Markim, and Fred Scollay.

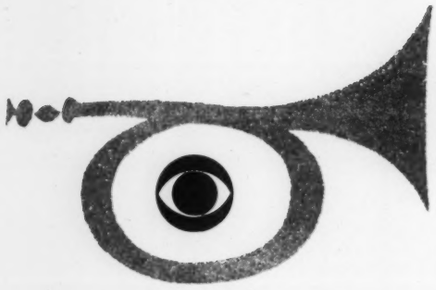
"Studio One," which begins its tenth season with this broadcast, is sponsored by the Westinghouse Electric Corporation, represented by McCann-Erickson, Inc.

* * *

MR. ED MURROW
485/17

Publicity

CBS TELEVISION



PREMIERE

485 MADISON AVE., NEW YORK 22, N.Y.

August 13, 1957

EDWARD R. MURROW TO NARRATE "THE NIGHT AMERICA TREMBLED,"
DRAMATIC STUDY OF H. G. WELLS' MARTIAN INVASION
WHICH LAUNCHES "STUDIO ONE'S" NINTH SEASON SEPT. 9

Edward R. Murrow has been signed to narrate the dramatic opening fall show on "Studio One," titled "The Night America Trembled" which will be seen over CBS Television on Monday, Sept. 9 (10:00-11:00 PM, EDT). The teleplay, which launches "Studio One" into its ninth season, deals with the panic that gripped America as a result of the 1938 CBS Radio broadcast of H. G. Wells' classic tale of Martian invasion of the Earth.

"The Night America Trembled," was written by Nelson Bond and will be produced for "Studio One" by Gordon Duff.

It has been estimated that over six million people heard the dramatization of "War Of The Worlds" on a Halloween eve 19 years ago and from that number over one million found the program so believable that they experienced some degree of panic.

Several studies have been made on the effect the broadcast had on its listeners, and from these studies author Bond has drawn the basis for his drama. With Mr. Murrow narrating, parts of the original radio show will be re-enacted. Television cameras will pan from a set of the radio studios to spots all over the United States illustrating the reaction in American behavior when a panic occurs.

"Studio One" is sponsored by the Westinghouse Electric Corporation, represented by McCann-Erickson, Inc.

CBS TV Publicity 1957

The first half of 1957 saw the continuation of the 26-part "Air Power" series, depicting the history and development of flight and its impact on the 20th Century. The series received an Air Force Association Award for its "great public service in presenting a penetrating analysis of the growth of American air power during the last fifty years."

"See It Now," began its seventh award-winning year on CBS Television in 1957. During the year the Edward R. Murrow-Fred W. Friendly series presented ten full-hour reports on trends and events of utmost significance to the nation including "Clinton and the Law: A Study in Segregation"; "The Puerto Ricans - Americans On The Move"; and Murrow's interview with Yugoslavia's President Tito.

Other highlights: the October 6 broadcast, "The Great Billion Dollar Mail Case," an examination of the U. S. Postal system, occasioned such nationwide comment that it was repeated on the network two weeks later. Final broadcast of the year, "The Lady From Philadelphia: Through Asia with Marian Anderson," a camera record of the sell-out tour of this beloved artist for the State Department through Korea, the Philippines, Vietnam, Burma, Thailand, Malaya and India.

In addition, on October 27, "See It Now" rebroadcast "The Secret Life of Danny Kaye," one of the most widely acclaimed, most widely seen, and most honored programs in the history of television. During the year this program received the George Foster Peabody Award for "Television Promotion of International Understanding."

"U. N. In Action," the only regularly scheduled network program devoted to covering United Nations news, began its seventh season on CBS Television, with CBS Newsman Larry LeSueur as program host.

(More)

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

4-8-2

Publicity

June 12, 1957

EDWARD R. MURROW TO NARRATE WORKSHOP'S "MEDITATIONS ON ECCLESIASTES"
BASED ON NORMAN DELLO JOIO'S PULITZER PRIZE-WINNING ORCHESTRAL WORK

With Edward R. Murrow as host, a group of nationally known religious leaders will participate in a program of musical and spoken "Meditations on Ecclesiastes" on the "CBS Radio Workshop" Sunday, June 23 at 4:05-4:30 PM, EDT.

The participants will read their commentaries in the musical context of Norman Dello Joio's recent Pulitzer Prize-winning orchestral work, "Meditations on Ecclesiastes" performed by a 35-piece string ensemble under the baton of Alfredo Antonini.

In effect, the musical concepts evoked by selected passages of the Old Testament Book of Ecclesiastes will set the stage for the more explicit commentaries of which written and spoken language are capable. The unifying theme of the program will be enunciated by Mr. Murrow.

Dello Joio's composition, which was awarded this year's Pulitzer Prize, was first performed little more than a year ago, on April 29, 1956, at the New York School of Music.

The broadcast, produced by Dee Engelbach, will be his first since joining CBS Radio as producer of the "Workshop."

* * *

MR. ED MURROW
485/17

Publicity

from CBS RADIO

485 Madison Avenue, New York 22, New York

May 23, 1957

GALINDEZ-MURPHY DOCUMENTARY TO BE REPEATED ON CBS RADIO
IN RESPONSE TO NATION-WIDE ACCLAIM FROM LISTENERS

In response to numerous requests from listeners across the country, CBS Radio will present a rebroadcast of its now widely acclaimed one-hour documentary report, "The Galindez-Murphy Case: A Chronicle of Terror," with Edward R. Murrow as narrator, on Tuesday, May 28 at 8:00-9:00 PM, EDT. It will be heard on radio only.

The special program, which drew impressive plaudits from listeners and critics on its original presentation Monday, May 20, is a one-hour compilation of tape-recorded first-person statements by individuals closely connected with a triple mystery which has become an inter-American cause celebre. It concerns the disappearance of Dr. Jesus de Galindez, Columbia University instructor and an outspoken opponent of the Trujillo regime in Dominica; the subsequent death of Gerald Lester Murphy, a young Oregonian pilot who told friends he had played a role in the disappearance of Dr. de Galindez; and the purported suicide of Octavio de la Maza, Murphy's fellow-pilot, in a Dominican prison.

In the course of the broadcast, serious charges are levelled against the Trujillo government by some of the participants, notably Representative Charles O. Porter (D., Ore.), Dr. German Ornes-Coiscu, formerly a high official in the Dominican government, and others.

(More)

Many of those who permitted their voices and words to be recorded for the broadcast did so only under guarantees of anonymity, presumably for fear of their lives. One of the participants, however, appeared at a widely reported press conference conducted on Friday, May 17, preceding the first broadcast. He submitted to questioning by newspapermen, by Representative Porter and by Irving Gitlin, CBS Director of Public Affairs. But even this courageous individual insisted it was a life and death necessity for him to conceal his identity by wearing a hood and having an escort to and from the CBS Radio studio where the conference was held.

Immediately following the original broadcast last week the switchboards of CBS Radio in New York, Boston, Chicago, St. Louis, Hollywood and affiliates in many other cities were alight with telephone calls from listeners who had heard it and wanted to express their approval and from others who had been unable to hear it and who urged that a rebroadcast be scheduled.

"The Galindez-Murphy Case: A Chronicle of Terror," is a CBS Public Affairs program, for radio broadcast only, produced by Jay McMullen with the assistance of Arthur Rabin and Ted Sack.

* * *

MR. ED MURROW Publicity
485/17

from CBS RADIO

485 Madison Avenue, New York 22, New York

A Chronicle of Terror -- May 13, 1957
The Galindez-Murphy Case

CBS RADIO WILL PRESENT FIRST-PERSON STORIES
OF KEY INDIVIDUALS IN INTER-AMERICAN MYSTERY
ON MAY 20; EDWARD R. MURROW WILL BE NARRATOR

The most detailed examination of a criminal case ever attempted by broadcasting will be reported on the CBS Radio Network Monday, May 20 at 8:00-9:00 PM, EDT, in a tape-recorded document, "The Galindez-Murphy Case: A Chronicle of Terror," with Edward R. Murrow as narrator.

It will make public, for the first time, new information bearing on the triple mystery of the disappearance of Dr. Jesus de Galindez, Columbia University instructor and avowed enemy of the Dominican Trujillo regime; the subsequent death of Gerald Lester Murphy, young Oregonian pilot who told friends he participated in kidnapping Dr. de Galindez; and the purported suicide of Octavio de la Maza, confessed murderer and Murphy's fellow-pilot, in the Ciudad Trujillo jail.

The broadcast will present tape-recorded first-person statements by key individuals closely connected with Dr. de Galindez and Murphy. Most have not spoken publicly before, others have not spoken fully, presumably for fear of their lives. These statements will be used to reconstruct the sequence of events which have become the substance of an inter-American cause celebre.

(More)

Since the disappearance of Dr. de Galindez on March 12, 1956, a number of newspapers and magazines in the United States and Latin America have devoted consistent attention to the case, whose cloak-and-dagger aspects have fascinated readers on two continents.

In assembling the radio document, Jay McMullen, producer-writer for CBS Public Affairs, and an extensive staff, working in widely separate locales across the United States and the Caribbean gathered significant new material including the following:

1. Contents of letters written by Galindez and Murphy.
2. Statements that witnesses saw Dr. de Galindez after his disappearance.
3. Statements that intimidation was used in attempts to silence persons with information pertinent to the Galindez-Murphy case.
4. The inside story of what happened to Murphy's father and fiancee when they visited the Dominican Republic after the flier's death.
5. Challenging allegations concerning the activities of Dominican agents in the United States.
6. Information concerning the activities of Murphy and de la Maza in the Dominican Republic.

Jesus de Galindez disappeared from New York City on March 12, 1956. A native of Madrid, and a supporter of the Spanish Republican government, he took refuge in the Dominican Republic in 1937 and worked there as a teacher of Dictator Trujillo's son and advisor in the Labor Department.

(More)

In 1951 he joined the faculty of Columbia University as an instructor in international law and Latin American politics. Meanwhile, he was preparing doctoral dissertation on the Trujillo regime as a case study of dictatorship in government. It was submitted under the title of "The Era of Trujillo." He was awarded his degree in April, 1956, after his disappearance.

Gerald Lester Murphy, 23-year-old American pilot for the Dominican air lines, disappeared in the vicinity of Ciudad Trujillo on December 3, 1956. Subsequently, another Dominican pilot, Octavio de la Maza was found hanged in the Ciudad Trujillo jail, presumably a suicide. Dominican authorities announced they were in possession of a suicide note by de la Maza stating he had killed Murphy in a drunken quarrel and that he was ending his own life because of insupportable remorse.

The U. S. State Department has officially expressed its dissatisfaction with the Dominican account of the deaths of Murphy and de la Maza. Representative Charles O. Porter, (D.) of Oregon, has urged the House of Representatives to authorize an official investigation of Murphy's death.

On May 2, it was announced that Major General Arturo Espaillat, Dominican Consul-General in New York, has been recalled. He is described as having been "a good friend" of Murphy.

The CBS Radio study of the Galindez-Murphy mystery recalls the network's memorable documentary achievement, "The Nation's Nightmare," a series of exposes in 1951 which culminated in startling revelations of racketeering on the New York waterfront.

The "Galindez-Murphy Case: A Chronicle of Terror," is a CBS Public Affairs program. Assisting Jay McMullen in producing the program are Arthur Rabin and Ted Sack.

* * *

4-B-3

MR. ED MURROW
485/17

Press Information
485 Madison Ave., New York 22, N.Y.

March 18, 1957

CBS TELEVISION PROGRAMS GARNER FOURTEEN "EMMY" AWARDS

"Playhouse 90" and Edward R. Murrow Win Total of Nine

The CBS Television Network celebrated the second year and the first anniversary of the industry's "Emmy" Awards by gathering in a total of fourteen of the highly-prized brass awards, at a television broadcast-dinner dance Saturday night (March 16). The affair was held jointly at NBC's Colonial Theatre and the Grand Ballroom of the Waldorf-Astoria Hotel in New York and NBC's Burbank (Calif.) studios.

CBS Television's "Playhouse 90," hour-and-a-half dramatic program which first made its appearance October 4, 1956, won in six out of seven possible categories, and Edward R. Murrow, the Network's distinguished news commentator and analyst, came away with three of the coveted trophies.

The Phil Silvers Show, "You'll Never Get Rich," and its writer-producer, Nat Hiken, were again honored for the second straight year by beating their competitors in the "Best Series - Half Hour or Less" and "Best Comedy Writing" categories.

Martin Manulis, executive producer of "Playhouse 90," accepted the "Emmy" on behalf of his entire crew in Hollywood for "The Best New Program Series of 1956." Ralph Nelson, who directed "Requiem For A Heavyweight" - probably the most talked-about single program of the

(More)

year - was awarded a prize for "Best Direction, One Hour or More." Jack Palance, star of "Requiem," received an award as "Best Actor - Single Performance," and Rod Serling, who authored the play, won for "Best Teleplay Writing - One Hour or More." "Requiem For A Heavyweight," itself, was named "The Best Single Program of the Year 1956" and Albert Heschong won the coveted "Emmy" for "Best Art Direction - One Hour or More" in connection with "Requiem For A Heavyweight."

In the field of News and Public Affairs, Edward R. Murrow was named the year's "Best News Commentator." However, the voting members of the Academy of Television Arts and Sciences went on to offer Mr. Murrow two more signal honors. He was acclaimed for "The Best Coverage of a Newsworthy Event" ("Years of Crisis," Year-end Report, Murrow and Correspondents) and for his much honored program, "See It Now," which was cited as "The Best Public Service Series."

The "Emmy" for "Best Teleplay Writing - Half Hour or Less" went to James P. Cavanagh for his story, "Fog Closing In," which appeared as an episode of "Alfred Hitchcock Presents." Film editor Frank Keller, who was responsible for the excellent editing of the Bell System's science program, "Our Mr. Sun," was cited for "Best Editing of a Film for Television."

In the technical achievement field, CBS Television received a dual award - for "Development of video tape by Ampex and further development and practical applications by CBS."

* * *

MR. S. MICKELSON
485/17

Press Information
485 Madison Ave., New York 22, N.Y.

Press Publicity

January 29, 1957

EDWARD R. MURROW TO RECEIVE NAVY'S HIGHEST CIVILIAN AWARD

Newsman Recommended for Distinguished Public Service Award
By Admiral Arleigh Burke; Navy Secretary Thomas To Make Presentation

---

CBS Newsman Edward R. Murrow will receive the Navy's Distinguished Public Service Award on Wednesday, Jan. 30, at 12:15 PM, EST in the office of Secretary of the Navy Charles F. Thomas in the Pentagon. Secretary Thomas will make the presentation. Mr. Murrow was nominated for the Award by the Chief of Naval Operations, Admiral Arleigh A. Burke.

The Distinguished Public Service Award is the highest recognition which the Secretary of the Navy may award to an individual citizen not an employee of the Navy. It carries with it a citation, certificate, gold medal, lapel pin and ribbon. It ranks below the Presidential Medal for Merit and Medal of Freedom, but above all other awards and certificates granted by the Navy Department to civilians.

In announcing the Award, the Navy referred to Murrow's "See It Now" series "which has highlighted many Navy activities and installations." The Navy release also stated that Murrow had narrated several Navy training films including "Service To The Fleet." On November 18, 1956, "See It Now" presented "Revolution in The Navy," an hour-long

(More)

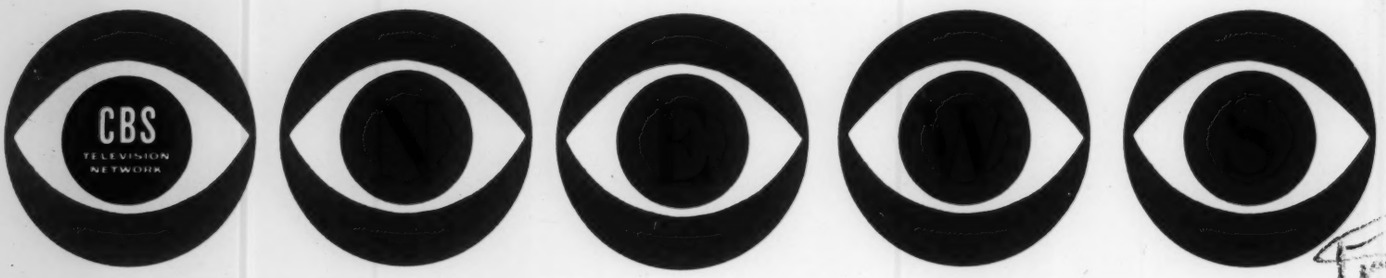
program on the changes imposed on the United States Navy by the introduction of atom power and guided missiles to modern warfare.

Text of the citation accompanying Murrow's award follows:

"For his outstanding contribution to the United States Naval establishment in the fields of public information, education, recruiting and morale. Motivated by his general interest in the Navy, he originated many network television programs dealing with Navy subjects. In so doing, he has been instrumental in bringing to the American public a better understanding of the Navy's role in the nation's defense structure. The excellent and widespread public acceptance of these telecasts has resulted in a highly favorable atmosphere for Navy and Marine Corps public relations and recruiting. In recognition and appreciation of his valuable service to the Naval establishment, this award is approved this 21st day of December, 1956."

* * *

4-18-9



Press Information
485 Madison Ave., New York 22, N.Y.

January 21, 1957

Publicity

A Scoresheet On Clinton

BOTH SIDES OF DE-SEGREGATION ISSUE IN CLINTON, TENN., AGREE ON ONE THING: "SEE IT NOW" PRESENTATION WAS FINE AND FAIR

Reaction Throughout South Overwhelmingly Favorable, Press And Public Congratulate Murrow Unit On Program

---

Presenting both sides of a bitterly controversial issue without drawing outraged accusations of partiality and bias - especially in a full hour television broadcast -- is a rare and difficult feat. But, according to letters, wires and newspapers clippings that have been streaming in to CBS Television offices during the past week, the network's noted "See It Now" series seems to have achieved this goal with room to spare in its presentation of "Clinton and the Law: A Study In De-segregation" last January 6, over the CBS Television Network.

The program probed, in detail, the various events that brought violence to the little Southern town and permitted the principals involved in these events to tell their own stories to an interested nationwide audience.

Edward R. Murrow and Fred W. Friendly, co-producers of "See It Now," have received hundreds of communications from newspapers,

(More)

viewers and organizations throughout the South -- ranging from the NAACP to the White Citizen's Councils -- and, almost without exception, they have expressed wholehearted approval of the broadcast.

In Clinton, the COURIER NEWS called the broadcast "a fine job of reporting," and said, "we have heard no one who was not pleased with the program.

Clinton residents were quick to write and wire their reactions:

D. J. Brittain, Principal, Clinton High School:
"....everyone in this area viewed the film. Response has been tremendous. Students and faculty completely satisfied...you have performed a great public service."

Rev. Paul W. Turner, First Baptist Church (beaten while escorting Negro students to Clinton High School):
"Thanks for a job well done. The folk here are very commendatory and appreciative of your program. We feel you did us a real service."

Jerry Shattuck, President, Clinton Student Council:
"We think your coverage of our story was grand."

Knoxville, Tenn., is just a few miles from Clinton, and its Federal court and Judge Robert Taylor figure prominently in the Clinton story. On the day after broadcast, the KNOXVILLE JOURNAL carried a long article headlined "Clinton Story Draws Approval Of Citizens." The paper had contacted many Tennesseans and ran its own summation of their reactions. Calling the broadcast a "memorable saga," the article said the program "had told all sides of the story." The JOURNAL quoted various leading citizen's of the area as follows:

W. H. Till, Leader of Clinton's White Citizen's Council:
"I thought it was a very good show.....(it) told what I would call the truth. It was pretty straight."

T. Lawrence Seeber, newly elected Clinton Mayor:
"It was a very good program, selecting most of the important information."

(More)

James B. Meredith, recently defeated Clinton Mayoralty candidate:
"It was an enjoyable program and told most of the story."

Other relevant communications received by the "See It Now" office included those from:

Thurgood Marshall, Special Counsel, National Association for the Advancement of Colored People:
"Sincere appreciation for the superb and courageous coverage of the de-segregation issue on "See It Now," an absolutely perfect job of reporting."

Hubert Green, President, Hempstead Branch, NAACP:
"Your broadcast law and order in Clinton, Tenn., with courage and clear understanding...helps to keep America free. I am glad I watched."

The Knoxville NEWS SENTINEL and the Nashville TENNESSEAN, along with many other leading papers throughout the South, carried a long wire service syndicated review by Charles Mercer saying, in part, "The citizens of Clinton, Tenn., must be very pleased this week with the fair presentation of their community problem on television by 'See It Now'...(it) was superb...the finest hour of television journalism in many months."

In Atlanta, Georgia, the program was seen -- by delayed broadcast -- just a few days after the city had had another flare-up in its own bus integration problem. On the day of broadcast, the Atlanta JOURNAL AND CONSTITUTION welcomed the program in advance by saying, "This is part of America speaking, simply and eloquently. This is television at its best, holding a stethoscope to the heart of the people." In its review the following day, the paper said, "Television redeemed itself somewhat this season with 'See It Now's' plain-talk survey of the segregation problem in Clinton, Tenn. The drama, written by history, was cast with people in various walks of life and they told their roles in the crisis simply and, for the most part, without heat."

(More)

An editorial in the Washington POST on January 12 referred to "Edward R. Murrow's recent and brilliant 'See It Now' report on Clinton, Tenn."

The Baltimore SUN, reviewing the program, called it "an example of television journalism at its best" and "a statement of the issues which, in itself, was eminently fair. Neither Mr. Murrow nor the script made one editorial comment."

In a letter to Horace Wells, editor of the Clinton COURIER-NEWS, former Ambassador Clare Booth Luce said, "Happily, I have just seen Edward R. Murrow's program, 'Clinton and the Law'...I earnestly hope that this program can be seen in translation on the TV sets of every foreign land."

Comments from social and religious groups include:

Maryland Commission On Interracial Problems:

> "(We) congratulate you...who were instrumental in producing the January 6 'See It Now' show...(it) was a dynamic and revealing portrayal of a very delicate event. (We) are deeply grateful for an enlightening, interesting and challenging program."

Washington, D.C., Federation of Churches:

> "Do not know how to express our appreciation for the marvelous program."

National Committee on Racial Relations, Congregational Christian Churches:

> "Congratulations...on the superb presentation of 'Clinton and the Law'...one of the finest pieces of documentary film I have ever seen."

Anti-Defamation League of B'nai Brith:

> "The Clinton story on 'See It Now' was, in my judgment, a great piece of television journalism."

Particularly significant was the letter received by the "See It Now" office from John P. Hart, President of Station WBIR-TV, CBS Television affiliate in Knoxville. Mr. Hart's letter said, in part,

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"You may be interested in knowing that we have not received a single adverse comment concerning the program but, on the contrary, have received many complimentary remarks in praise of the program...Please allow me to congratulate you and your staff for a job well done."

The only unfavorable comment by the Southern press, noted thus far, appeard in the Charleston, S.C., NEWS AND COURIER on Tuesday, Jan. 8. The paper stated editorially -- in part -- "Edward R. Murrow, a TV 'personality', interviewed some citizens of Clinton. (John) Crosby reviewed the Murrow show with approval. We did not see the show. Knowing Murrow's reputation and reading Crosby's report, we feel safe in assuming that Murrow's witnesses were handpicked. They deplored the pressures that have resisted the Supreme Court ruling on public schools." The paper carried a favorable review of the program by John Crosby elsewhere on the same page.

Murrow and Friendly had three primary targets in presenting "Clinton and the Law": to tell the story of the events that brought violence to Clinton; to be thoroughly fair to all protagonists in the human drama; and to inform and interest their national audience. Analysis of the mail, phone and wire messages received thus far indicate their aim was excellent.

* * *

Publicity

Press Information
485 Madison Ave., New York 22, N.Y.

November 15, 1956

Danny Kaye's First In Line

"SEE IT NOW" AND NEA TO COOPERATE IN CLASSROOM TALKS

"The Secret Life of Danny Kaye" will head a list of programs to be viewed at home and discussed in classrooms throughout the nation by millions of American children, under a new plan of cooperation between the National Education Association and CBS Television's "See It Now."

Announced jointly today by the show's producers, Edward R. Murrow and Fred W. Friendly, and NEA Executive Secretary William G. Carr, the tie-in begins with the Danny Kaye program which "See It Now" broadcasts Sunday, Dec. 2 (5:00-6:30 PM, EST) and extends to later productions.

An NEA committee will prepare some 50,000 eight-page classroom discussion guides which are planned to incorporate the "See It Now" staff's research results with added information garnered from the United Nations International Children's Emergency Fund (UNICEF).

NEA's more than 1,000,000 members and affiliates will announce the selected programs to their school classes throughout the U.S.A. They will then use the printed guides to lead their students in discussions of the program matter.

Following a visit to the "See It Now" studios in New York, a high-ranking NEA official said:

(More)

"Mr. Murrow and his camera crews consistently dig beneath the surface in their reporting. They take us behind scare headlines to the heart of the matter -- whether they are reporting a school bond election in Colorado, a tour by Danny Kaye to bring laughter to afflicted children in all parts of the globe, or a soldier's Christmas in Korea.

"In this way, 'See It Now' prods us all to think a little harder, to understand a little more clearly, to make up our minds a little more objectively on matters which touch our lives and affect our futures. These, after all, are the aims of teachers, too."

The ninety-minute Danny Kaye show reviews the comedian's travels as Ambassador-at-Large for UNICEF. The "See It Now" program marks Kaye's television debut.

The program depicts Kaye dancing and singing his way across Europe and Africa before continents of laughing children. While almost none of his juvenile audiences understood a word he said, they did understand his funny gestures and wry faces.

Sent abroad by UNICEF, Kaye repeatedly scored a great hit with the handicapped and underprivileged. The "See It Now" films witness Kaye bringing smiles to the weary faces of ten incapacitated Italian children; singing gaily to hundreds of patients in a Nigerian leprosarium; and convulsing an audience of 5,000 adults in Yugoslavia.

The trip was Kaye's third assignment for the United Nations.

When the cooperative agreement was reached, Murrow and Friendly commented:

"We are delighted with the NEA-CBS plan to prepare and distribute Classroom Discussion Guides based on 'See It Now' programs. We hope this will stimulate classroom discussion of these topics. It

(More)

seems a practical way for education and television to cooperate in providing more information for our school children. We look forward to working with teachers all over the country."

"See It Now" is currently in its sixth season on the CBS Television Network. NEA celebrates its 100th Anniversary this year.

* * *

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW

Publicity

November 1, 1956

EDWARD R. MURROW BROADCASTS DIRECT FROM ISRAEL

Edward R. Murrow, CBS reporter and analyst, will leave Sunday, Nov. 4 for Israel, Cairo and Cyprus, from which points his "Edward R. Murrow with the News" program, broadcast Monday through Friday on CBS Radio at 7:45-8:00 PM, EST, will originate.

* * *

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW

October 30, 1956

CBS NEWS REPORTS CRISIS IN MIDDLE EAST AND EASTERN EUROPE
IN DIRECT BROADCASTS FROM FIGHTING AREAS ON CBS RADIO

Edward R. Murrow Summarizes the Situation on Regular Radio Program

---

Events in the crisis torn Middle East and Eastern Europe were reported throughout the night on CBS Radio by CBS News with the speed, clarity and competence traditional with its staff of correspondents.

As the new war in the Middle East took some attention away from the seven-day old uprising in Hungary, CBS News special correspondents, Mike Elkins in Jerusalem and Frank Kearns in Cairo, made direct up-to-the-minute reports broadcast on the "Allan Jackson and the News," the "Edward R. Murrow with the News," and the "Robert Trout and the News" programs on Monday, Oct. 29, 1956, a memorable date in the history of our times.

The regular CBS Radio broadcast schedule was interrupted to issue special bulletins as the News department maintained 24-hour duty.

In addition to Newsmen Elkins and Kearns in Jerusalem and Cairo respectively, Howard K. Smith, CBS News Chief European Correspondent, is in Warsaw; Winston Burdett is in Tel Aviv; Lou Cioffi is in Vienna; and Ernest Leiser is in Budapest.

As the pitch of anxiety runs higher, Frank Kearns' report on the "World News Roundup" from Cairo today (Oct. 30) was interrupted

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abruptly. He had reported the evacuation of Americans from Egypt. They were the first ten Americans to leave aboard a British plane carrying the last women of the British Embassy, he said. He observed that Cairo's great International Airport was closed, with no incoming traffic -- and that this morning's plane was the only Western plane let out thus far today. Kearns also reported that the U.S. Embassy officials who planned a huge airlift now are busy preparing other plans, including possible evacuation by sea.

"Meanwhile," continued Kearns, "other developments are breaking fast. Ack-ack guns fired this morning on an unidentified plane over Port Said and at the south end of the canal there's a strong unofficial report of Israeli parachute groups be---" and at this point, as Mr. Kearns was talking about parachute troops, the circuit from Cairo was cut.

In a dispatch from Budapest, Ernest Leiser reported:

"The official Budapest radio claim that Soviet troops were withdrawing from the city this morning is already demonstrably false. I have just made a tour of the city. As we arrived, some Soviet tanks were moving in from the West. The whole center of the town is now blocked off by Russian tanks, and there is still machine gun fire from the Russian centers of strength. There definitely are new Soviet units here now, whether they came from Rumania or from the Soviet Union is not definitely known, but they're moving in and not out, and right now Soviet tanks are rolling by under my hotel window."

During the broadcast of his regular "Edward R. Murrow with the News" on CBS Radio, Edward R. Murrow offered this summary of the situation:

"Israel is a small country, just about the size of New Jersey; total population 1,800,000. Pretty well crowded in by hostile Arab states. The Israeli army is a magnificent fighting force. The men spend two and a half years in compulsory military service, the women only two years. The Israeli army is short of aircraft and of armor. Their intelligence and communications are the best in the Middle East, and their morale is high. Today's move by the army of Israel could mean the renewal of full scale war, or it could be an unusually strong punitive operation against Egyptian suicide squads. The area chosen for this operation would seem to indicate that it was not intended as the opening for a full scale war. The Israelis, as Mike Elkins remarked, could cut off considerable Egyptian forces in the Gaza Strip. But probably the most significant indication so far is the absence of air action reported by either side. If the Israelis

(More)

had determined upon all out war as a final result, they would certainly have plastered the Egyptian air fields, for the primary threat to Israel is from the air. No one knows how completely the Egyptians have digested their Russian built fighters and Aleutian bombers, but a jet can fly the length of Israel in 35 minutes, and can fly across it in a matter of seconds. Haifa and Tel Aviv are fantastically vulnerable and Israel would scarcely have started full scale war without attempting to neutralize the enemy's air power. The Egyptian suicide squads have been increasingly active. Egypt, Jordan and Syria signed a military pact aimed directly at Israel; and Iraqi forces moved to the borders of Jordan.

"No doubt Israel was provoked, and felt increasing implacable threat. However, if Israel should be judged the aggressor, our government is pledged to go to the aid of Egypt. If either side decides it's to be all out war, the news will come in terms of aerial bombardment. So far, the news has not come. If it does, it will be necessary to use Biblical terms to describe the ferocity of the fighting, and no man can say where it will end.

"Israel's defense measures on the Jordan border are ascribed to a fear that those Iraqi troops, now poised on Jordan's frontier, will move into the kingdom. If this happens, Israel has said that it also would move. As Jordan has an alliance with Britain, and now has joint military command with Egypt, this might lead to the incredible situation of Britain and Egypt both fighting on the side of Jordan against Israel. But Israel's surprise move today was in the opposite direction. Most people in Israel had expected that if the Israeli forces moved, they would attack Jordan. Instead, they moved against Egypt.

"Radio Budapest announced today that an agreement had been reached with the rebels to turn in their arms, whereupon the Russian troops are to leave Budapest. This surrender of the arms in Budapest is due to take place at nine o'clock tomorrow morning. This news appears to be confirmed by a statement by Foreign Minister Shepilov in Moscow, who put it the other way, saying that Soviet troops will not withdraw from Budapest until the rebels have laid down their arms. Movements of the Russian troops out of Budapest apparently has already begun tonight. However, withdrawal of Russian troops from all of Hungary has not yet been promised. Marshal Zukhov is quoted as saying that there can be no complete withdrawal until it has been negotiated by the signatories of the Warsaw pact. As in Poland, the Russian troops in Hungary, are stationed there to be ready to resist any attack from the West -- at least that's the claim. This is under terms of the pact set up as a Soviet counterpart to NATO.

"The situation outside Budapest still remains unclear. Withdrawal of Soviet troops from the northeast appears to have started. This was indicated in a broadcast heard from a rebel radio station, which said it gave the news because workers had gone on strike until the Soviet troops departed. The withdrawal, it said, has now begun. This should contribute to calm events, so that life in Hungary can re-

(More)

turn to normal. Another rebel radio station was heard calling on workers to return to their factories. My colleague, Daniel Schorr, cables from Moscow that Russian leaders appeared at three social functions in six hours this evening and seemed more accessible, talkative and relaxed than in recent days. They gave the impression that they must have reached a decision. He judged from their remarks and the Soviet press that they intend to extricate the Soviet Union from the Hungarian mess by making any reasonable concessions and accepting the revolution in Hungary with as good a face as possible.

* * *

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW

October 5, 1956

THIS IS THE NEWS: EDWARD R. MURROW RETURNS TO CBS RADIO

Edward R. Murrow, reporter and analyst, will resume broadcasting his "Edward R. Murrow with the News" on CBS Radio Mondays thru Fridays starting Monday, Oct. 8 at 7:45-8:00 PM, EDT.

Mr. Murrow has been on vacation from the radio newscasts since July. During his absence, Charles Collingwood substituted for Mr. Murrow, except during the weeks of the Presidential conventions when he resumed his daily broadcasts.

Mr. Murrow's vacation was typical for the busy newsman. In addition to covering the conventions, he went to Cairo, Egypt, where he worked on his special "See It Now" report for CBS Television on "Suez." While in Egypt, he made a direct broadcast for "Edward R. Murrow with the News" plus another, upon his return to the United States.

His return to the CBS Radio program is one week behind the exacting schedule he set for himself.

* * *

MR. ED MURROW

Publicity

NEWS FROM
CBS RADIO

485 Madison Ave., New York 22, N.Y.

October 2, 1956

CUTTING OF CBS NEWSMAN'S RADIO CIRCUIT AT POZNAN TRIAL
BLAMED ON POLISH OFFICIALS ON EAST GERMAN AUTHORITIES

East German Government Uneasy Over Growing
Freedom in Poland and Openness of Riot
Trials Dan Schorr Reports

Daniel Schorr, CBS News correspondent who made the first direct radio broadcast in history from Poznan to the United States in reporting the trial of the Poznan rioters, suggested today that the Communist government of East Germany is seriously uneasy about the open, Western-like character of the trial.

In a direct shortwave radio conversation from Moscow, Schorr, accredited CBS correspondent in the Soviet capital reported that on the second day of his coverage of the trial, his circuit from Radio Poznan to CBS, New York was cut in East Berlin.

"Polish radio officials suspected sabotage by the East German authorities, who oppose the growing freedom in Poland," said Schorr.

Schorr's accreditation at the Poznan trial, despite a technical irregularity in his credential, was also astonishingly free of difficulties. The CBS newsman arrived in Poznan at 3:00 AM on Sept. 27, five hours before the beginning of the trial, from Berlin, where he had been spending his vacation. At 7:00 AM he picked up a courtroom pass. Polish government had originally issued a visa.

(More)

To his gratification, not only did Schorr's use of the pass go unchallenged but he had complete run of the courtroom as the only foreign newsman using a movie camera. The only interference he encountered was outside the court, where police tried to prevent him from filming the crowd assembled near the court building.

"The first broadcast originated on Sept. 28, from studios of Radio Poznan, whose manager and technicians gave the most wholehearted cooperation," said Schorr. "The complicated circuit ran from Poznan to East Berlin, Frankfurt, Zurich, Berne, London to New York."

* * *

MR. ED BLISS
485/17

Publicity

NEWS FROM CBS RADIO

485 Madison Ave., New York 22, N.Y.

April 6, 1956

EDWARD R. MURROW TO REPORT FROM SCENE OF NORTH AFRICAN CRISIS

Edward R. Murrow, distinguished CBS News reporter and analyst, leaves the United States Saturday, April 7 for a visit to Algiera and Libya, from where he will report the current emergency in crisis-torn North Africa, on his "Edward R. Murrow with the News" broadcasts on CBS Radio, Monday thru Friday at 7:45-8:00 PM, EST.

Mr. Murrow's first stop will be Frankfurt, Germany, before his flight to the Wheelus Air Force Base near Tripoli, in Libya.

While in North Africa, Mr. Murrow will conduct interviews with leaders on the African continent, such as Mustafa ben Halim, Prime Minister of Libya, and Algiers' Mayor Chevallier, as well as talks with the people of the land.

While in Africa, Mr. Murrow will make a reporting tour of the Strategic Air Command bases in Morocco, and will return to the United States on a regularly scheduled SAC jet bomber flight directly from Africa to Florida.

While Mr. Murrow is reporting from the African continent, his colleague Charles Collingwood will report the news in the United States on the CBS Radio broadcasts of "Edward R. Murrow with the News."

* * *

Publicity

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW

April 4, 1956

SCHOENBRUN, SEVAREID, MURROW RECEIVE OVERSEAS PRESS CLUB AWARDS

CBS News correspondents David Schoenbrun, Eric Sevareid and Edward R. Murrow received three of the four awards given broadcasters by the Overseas Press Club, at its annual awards dinner in New York's Sheraton Astor Hotel last night (April 3).

David Schoenbrun, CBS News correspondent in Paris, won the plaque for "Best Radio Reporting from Abroad." Mr. Schoenbrun, a personal friend of Prince Rainier of Monaco, will broadcast the CBS Radio coverage of the Prince Rainier-Grace Kelly marriage and the festivities preceding it, Monday thru Thursday, April 16-19 at 12:45-1:15 PM, EST.

Eric Sevareid, Chief Washington Correspondent for CBS News, won the Overseas Press Club award for "Best Radio Interpretation of Foreign Affairs." Mr. Sevareid broadcasts his "News Analysis" on CBS Radio Monday thru Friday at 10:00-10:05 PM, EST.

Edward R. Murrow received the plaque as "Best Television Reporter of Foreign Affairs." Mr. Murrow broadcasts "See It Now" and "Person to Person" on CBS Television, and "Edward R. Murrow with the News" Monday thru Friday at 7:45-8:00 PM, EST on CBS Radio.

John F. Day, CBS Director of News, accepted the awards for Mr. Schoenbrun, Mr. Sevareid and Mr. Murrow.

Harry S. Truman, former President of the United States, was principal speaker at the Overseas Press Club awards dinner.

* * *

Publicity

Press Information
485 Madison Ave., New York 22, N.Y.

April 4, 1956

CBS NEWSMEN MURROW, SEVAREID, SCHOENBRUN
HONORED BY OVERSEAS PRESS CLUB

CBS Newsman Edward R. Murrow was cited last night (Tuesday, April 3) for 1955's "best television reporting of foreign affairs," at the Overseas Press Club's 17th annual awards dinner, held in New York's Sheraton-Astor Hotel.

Besides Mr. Murrow's award, CBS Newsmen won recognition in two other categories of reporting.

News commentator Eric Sevareid, CBS News chief Washington correspondent, was given recognition for the year's "best radio interpretation of foreign affairs."

David Schoenbrun, CBS News bureau chief in Paris, was selected for the "best radio reporting from abroad."

The George Polk Memorial Award, given in memory of the CBS correspondent who was slain in Greece while reporting Communist activities there, went posthumously to Gene Symonds of The United Press Associations. Mr. Symonds was killed in Singapore last year while covering Communist riots.

The Polk Award also bears, in addition to the Overseas Press Club Plaque, $500 in cash from CBS.

Former President Harry S. Truman was principal speaker at the awards dinner.

* * *

Publicity

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW

February 21, 1956

CBS' STUDIO IN MOSCOW: A PHONE BOOTH

For the first time since 1947, the Soviet Government has provided facilities for regular broadcasting to the United States to the Columbia Broadcasting System.

Daniel L. Schorr, CBS News correspondent in Moscow, cabled "Workmen had hardly finished testing the microphone and headset," when he made his first broadcast to CBS Radio's "World News Roundup" last Sunday, Feb. 19.

Mr. Schorr describes his "studio" as a "telephone booth in the Central Telegraph Office." To minimize reverberations, Mr. Schorr reports he "cloaked his head and microphone in a heavy winter overcoat," but adds that the Russians have promised to line his tiny "studio" with drapes in the future.

Previously, there had been sporadic broadcasts from Radio Moscow studios, but last week Radio Moscow served notice that its facilities were overtaxed and would no longer be available.

Mr. Schorr then made a direct request to the Ministry of Communications to install a special microphone, and the "Telegraph Office and Ministry acted speedily to comply."

Daniel L. Schorr, in Moscow since Sept. 5, 1955, was given permanent accreditation as a foreign correspondent for the Columbia Broadcasting System by the Soviet Union's Foreign Ministry Press Department in mid-December.

* * *

4-0-0 Press - Clipping

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW

September 13, 1954

32 CBS NEWSMEN REPORT DOINGS OF HURRICANE EDNA

A corps of 32 CBS newsmen and announcers made the late unlamentened Hurricane Edna one of the most closely observed and diligently reported atmospheric disturbances of recent years.

From Friday, Sept. 10 at noon to Saturday, Sept. 11 at 6:15 PM, EDT, frequent reports in regularly scheduled news programs, special bulletins and eyewitness accounts of the hurricane's progress were broadcast over CBS Radio to help listeners plan necessary activities during the period of uncertainty about Edna's final destination.

One of the most comprehensive accounts, amounting almost to an exclusive interview with Edna, was offered by Edward R. Murrow on his five-evening-a-week radio program "Edward R. Murrow with the News." Mr. Murrow flew into the eye of the hurricane over the Atlantic on Thursday, Sept. 9.

Other CBS newsmen who participated in the all-out reporting vigil were Lowell Thomas, Douglas Edwards, Bob Trout, Dallas Townsend, Walter Cronkite, Larry LeSueur, Winston Burdett, Wells Church, Lewis Shollenberger, Charles Ashley, Lou Cioffi, Ed Davis, Allan Jackson and Ned Calmer.

The eyewitness reports included broadcasts from such points as Westhampton, L. I., Atlantic City, Boston, Coney Island, and the U. S. Weather Bureau in New York City.

* * *

From CBS Radio
485 Madison Ave.,
New York 22, N.Y.
September 13, 1954

EDWARD R. MURROW LOOKS A HURRICANE IN THE EYE

What happens in the eye of a hurricane and what the airborne specialists of the Air Weather Service undergo in their hurricane-hunting efforts to chart the position, course and severity of such tempests was graphically described by Edward R. Murrow on CBS Radio's "Edward R. Murrow with the News" Friday (Sept. 10).

Mr. Murrow took off from Bermuda Thursday morning accompanying the crew of an Air Force B-29 which penetrated the eye of Edna and helped chart the warnings which were flashed up and down the East Coast.

"After flying only nine hours with those young men of the Air Force yesterday, on a routine mission," Mr. Murrow concluded, "I think they deserve combat pay."

The text of the broadcast follows:

"Yesterday this reporter had the privilege of looking into the eye of Hurricane Edna. We took off from Bermuda at 11:30, in a specially-equipped B-29. The Air Force boys were working for the taxpayers, going out to chart, measure, map and study the hurricane. We climbed to 10,000, blue sky overhead, blue water without a single whitecap below, and headed west. For about an hour-and-a-half there was nothing to do except remember that flying is made up of many hours of boredom, interspersed with a few minutes of stark terror. Then there were a few whitecaps, but no clouds. Then the whitecaps grew in size - surface wind about 30 miles an hour; a few scattered cumulus clouds ahead. A big cloud seemed to summon its neighbors, and they built castles and lakes and cities on hillsides, all white against the

(More)

blue of the sky. We bored through a few and skirted others. Then there was a big mountain of clouds ahead, and we went in. A few rain squalls, but little turbulence. The texture of the cloud changed, became a ghostly gray; we couldn't see the wing-tips of the aircraft. Twenty minutes later there was a little blue-gray light, but it seemed to come from all around us. Suddenly blue water below again, no whitecaps, but the ocean was heaving as though a giant were shaking a rug. Into another cloud, out on the other side, and the ocean had changed its face.

"Long, irregular furrows, like a drunken plow had been plowing a field of blue velvet and turning up snow. We went down to 7,500 -- surface winds now estimated at 60 miles an hour; flew right along the top of a flat cloud, with the feeling that if the pilot let his wheels down he'd leave a track in it. The next time we saw water, the wind was cutting the top off the whitecaps, and there was a thin gauze of spray as far as we could see. Then into the cloud again, and that ghostly gray light that seemed to rub off on the faces of the crew members, and cause them all to look as though they were ill and hadn't slept.

"Radar kept reaching out, looking for Edna's eye. It showed a high bank of clouds to the right and to the left -- we were flying blind in that gray stuff in the valley between. Suddenly there was a hole in the cloud -- maybe a quarter-mile across -- and at the bottom there was foam, like looking down a deep well with a huge egg-beater churning up milk at the bottom. We flew on, and began the real search for the eye of the hurricane. There were sudden changes in temperature, more rain. Radar reported, the engineer reported, the navigator wanted to know if anybody could see surface wind. The radarscope

(More)

didn't show anything; we were bounced around a little; the skipper said: 'There's a storm around here somewhere -- let's find it.'

"The navigator asked for a turn to the left, and in a couple of minutes the B-29 began to shudder. It was a twisting motion. The co-pilot said: 'I think we're in it.' The pilot said: 'We're going up,' although every control was set to take us down. Something lifted us about 300 feet, then the pilot said: 'We're going down,' although he was doing everything humanly possible to take us up. Edna was in control of the aircraft. We were on an even keel but being staggered by short, sharp blows. Then we hit something with a bang that was audible above the roar of the motors; a solid sheet of water. Seconds later brilliant sunlight hit us like a hammer; someone shouted 'There she is,' and we were in the eye. Calm air, flat, calm sea below; a great amphitheatre, round as a dollar, with white clouds sloping up to 25,000 or 30,000 feet. The water looked like a blue alpine lake with snow-clad mountains coming right down to the water's edge. A great bowl of sunshine.

"Someone, I think it was the right scanner, shouted: 'So help me, there's a ship down there,' and there was -- right in the center of the eye. We guessed her to be a 10,000-ton merchant ship, moving very slowly in that calm water, with only a thin feather of wake behind her. She appeared to be in no trouble, but trouble was inevitable sometime, because she was surrounded by those cloud mountains and raging water. The eye was 20 miles in diameter.

"We went down to 1,500 feet and flew back and forth across it, making shallow penetrations of the storm area. The temperature went up 14 degrees, the altimeter said 4,000 feet, but we were actually at 1,500. The civilian weather officer aboard looked at Edna with a

(More)

clinical eye, and said: 'She's a copybook hurricane -- beautifully formed.' We took her temperature, measured her speed, threw overboard scientific gear which might help to chart her future movements, while we continued to fly around in the calm of the bottom of that funnel of white clouds.

"The eye of a hurricane is an excellent place to reflect upon the punyness of man and his works. If an adequate definition of humility is ever written, it's likely to be done in the eye of a hurricane.

"The engineer reported some trouble with the number three engine; we climbed to 10,000 feet, and bored in to the wall of white cloud that surrounded the eye. The wind was not as rough going out as coming in because the navigator had picked his exit well.

"Going back to Bermuda we talked of hurricanes. One of the pilots said: 'We were certainly disappointed in Carol; we just didn't think she would do what she did.' He had flown through Carol so often that he regarded her as a friend who had committed a major misdemeanour.

"These young men who fly the Air Weather Service are doing all that can be humanly done to provide information upon which adequate warning can be based. After all, the only thing you can do about a hurricane is to watch it and get ready for it.

"After flying only nine hours with those young men of the Air Force yesterday, on a routine mission, I think they deserve combat pay."

* * *

NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

MR. ED MURROW Publicity

September 13, 1955

AUTHORIZATION FOR PERMANENT CBS NEWS CORRESPONDENT IN MOSCOW
"WILL BE TAKEN CARE OF IMMEDIATELY," KHRUSHCHEV TELLS KEFAUVER

In an interview yesterday between five United States Senators visiting Moscow and Nikita S. Khrushchev, Communist Party First Secretary, Senator Estes Kefauver of Tennessee requested that CBS News be authorized to maintain a permanent correspondent in Moscow, and to use Radio Moscow's facilities for direct broadcast to the United States.

"This will be taken care of immediately," Mr. Khrushchev told the Senator.

CBS News has been trying to obtain a permanent visa for a staff correspondent for several months. A temporary visa was granted to special CBS correspondent Bill Worthy, who reported on Soviet Premier Nikolai Bulganin's speech to the Supreme Soviet early in August of this year. Mr. Worthy was the first American news correspondent since 1947 permitted the use of the facilities of Radio Moscow to broadcast directly from the Soviet Union. His reports were picked up and first broadcast on CBS Radio on Thursday, August 4. After two or three days the facilities of Radio Moscow were denied and he was unable to get his visa extended beyond August 21.

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Later in August, the Russian Embassy in Washington notified CBS News that temporary visas would be granted to Richard C. Hottelet, CBS Bonn correspondent, and Daniel Schorr, CBS News Washington correspondent. These visas were to cover the period of West German Chancellor Adenauer's visit to the Soviet Union. Both Mr. Hottelet and Mr. Schorr are currently in Moscow, and it is hoped that one of them will be given a visa and permission to maintain a permanent office there.

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NEWS FROM
CBS RADIO
485 Madison Ave., New York 22, N.Y.

Press Clipping

MR. ED MURROW

August 19, 1954

EDWARD R. MURROW RETURNS AUG. 30

Edward R. Murrow, after an eight-week vacation from broadcasting, will return to his five-night-a-week CBS Radio program, "Edward R. Murrow with the News," on Monday, Aug. 30.

Mr. Murrow, recipient of four George Foster Peabody Awards and one citation, spent his vacation at his Pawling, N.Y. summer home and in the West Indies with his wife, Janet, and their eight-year-old son, Casey.

During Mr. Murrow's absence, his place at the microphone was filled by Charles Collingwood.

"Edward R. Murrow with the News," which made its debut Sept. 29, 1947, is sponsored by the American Oil Company (AMOCO), the Theo. Hamm Brewing Company and the Ford Division, Ford Motor Company.

* * *

(Mon. thru Fri. at 7:45-8:00 PM, EDT)

From CBS Radio
485 Madison Ave.,
New York 22, N.Y.
May 20, 1953

Publicity Pls 9 p. save Dm

EDWARD R. MURROW REPORTS THE NEWS -- AND MAKES NEWS

"London Times lead story today is almost all direct quotes from one Edward Murrow, headlined 'Easing of Anglo-American Tension.' This first time I ever saw that paper assess broadcast as biggest news of day." May 14, 1953

This cable from Howard K. Smith, Chief of CBS Radio's European News Staff, informed Edward R. Murrow of another significant "first" in a distinguished career of broadcasting the news on CBS Radio.

Commenting in his news program on recent sharp exchanges between the two nations, Mr. Murrow said, in part: "Fortunately, relations between nations do not depend upon speech-making and name-calling. Such relations are determined by cultural, economic and geographical facts. The British need us to survive, and we need them, unless we are prepared to face squarely the prospect of becoming merely a great island off the coast of Kamchatka, with the rest of the world either united against us, or indifferent to our fate."

The keystone of our relations is not complete harmony, Mr. Murrow pointed out, but a desire to live in the same kind of world, to share a common concept of the relationship between individual and state.

"The current transatlantic caterwauling may give our enemies some comfort," he concluded, "but unless both nations have taken leave of their senses and their traditions, it represents nothing more than a lusty argument as to how best to achieve a common objective."

* * *

(Mon. thru Fri. at 7:45-8:00 PM, EDT)

CBS NEWS FROM 485 MADISON AVENUE, NEW YORK 22, N.Y.

June 19, 1951

GEN. OMAR BRADLEY INTERVIEWED BY EDWARD R. MURROW

General of the Army Omar N. Bradley, Chairman of the Joint Chiefs of Staff and author of the new book "A Soldier's Story," in an interview on CBS' "Edward R. Murrow with the News" last night, (CBS, 7:45-8:00 PM, EDT), gave a number of interesting answers - on book-writing, Korea and other subjects - to Edward R. Murrow's questions.

On criticism for failing to mention certain divisions, specifically the 29th Division: "I'm sorry if members of that division feel slighted. It was an excellent division, as we all know. This is primarily a story of what went on in the higher command headquarters, and there just wasn't space to cover the exploits of the various divisions that fought under my command. As a matter of fact, at one time there were 45 divisions in my group of armies and it's up to the divisions, really, to write those division histories. Actually, the 29th did a wonderful job and I'm sorry if they feel slighted."

On writing another book: "No, sir! There's a great satisfaction in having written this one, but I have no intention of writing another."

On being called an Administration witness before the Senate investigating committees: "I always considered myself a committee witness. I was invited to testify by the committee."

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On lessons learned in Korea: "I think we might say that it's been verified - we already knew it - that well-trained men, well-equipped with weapons furnishing a high degree of firepower, are more powerful than just masses of men...I think this is the first time we've ever fought when we've had whole divisions in the rear of our front line."

On what we have accomplished in Korea: "We've made the world understand that we wouldn't stand for appeasement because I think we all realize that one appeasement leads to another until finally war becomes inevitable...I think we've probably prevented action elsewhere by the Communists. We've certainly deflated the Chinese Communists."

On retirement: "I had hoped to retire this summer. I finish 40 years service this summer but, of course, with the emergency on, if they ask me to stay on and the Government thinks that I can render further service, why of course I'll stay on."

On receiving mail: "Mine usually reflects the fact, I think, that the people who are against something write more letters than those who are for it, and I think it can be illustrated by the fact that I have received some 5,000 letters protesting the issue of beer in Korea, and as far as I know, I haven't received one advocating it. And I don't believe that this quite represents the thinking of the American people as a whole."

* * *

CBS NEWS FROM 485 MADISON AVENUE, NEW YORK 22, N.Y.

September 30, 1947

EDWARD R. MURROW LAUNCHES HIS NEW CBS NEWS SERIES
WITH STATEMENT OF PRINCIPLES GUIDING BROADCASTS

In launching his new broadcast series on CBS yesterday, Edward R. Murrow set forth some guiding principles and outlined some of the things the program will attempt (CBS, Mon.-thru-Fri., 7:45-8:00 PM, EST. Reb. 12:45 AM).

Said Mr. Murrow:

"I should like to say a personal word about this series of broadcasts. Perhaps the best way to do it is to read you a paragraph from my contract. It says there that news programs are broadcast 'solely for the purpose of enabling the listeners thereto to know facts - so far as they are ascertainable - and so to elucidate, illuminate and explain facts and situations as fairly to enable the listener to weigh and judge for himself.

"'In other words: Columbia endeavors to assist the listener in weighing and judging developments throughout the world, but refrains particularly with respect to all controversial, political, social and economic questions from trying to make up the listener's mind for him.

"'News periods therefore should be devoted to giving the facts emanating from an established news gathering source, to giving

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all the color in the proper sense of the word and interest without intruding the views of the analyst. The news analyst further can and very often should give as much light as possible on the meaning of events.

"'In other words: the news analyst should not say that they are good or bad in his opinion but should analyze their significance in the light of known facts, the results of similar occurences and so on. And in this he, of course, should always be fair. He is fully entitled to give and should give the opinions of various persons, groups or political parties when these are known, leaving the listener to draw his own conclusions after he has been as well as possible informed about the event, its meaning, the attitude of persons or groups toward it and the known results of similar things in the past.'

"Now that's pretty complicated language - the kind that lawyers like to write. My own interpretation of it is that this program is not a place where personal opinion should be mixed up with ascertainable facts. We shall do our best to identify sources and to resist the temptation to use this microphone as a privileged platform from which to advocate action. It is not I think humanly possible for any reporter to be completely objective for we are all to some degree prisoners of our education, travel, reading, the sum total of our experience. And we shall try to remember that the mechanics of radio which make it possible for an individual voice to be heard throughout the entire land do not confer great wisdom or infallibility on that individual.

"It is unwise to predict what will happen on a news program because that will be determined by the nature of the news. But I

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think it safe to say that no considerable amount of time will be devoted to news originating in divorce courts and maternity wards.

"There is another thing that should be made clear at the outset. This is not a one-man show. It enjoys the support and active cooperation of radio's best news gathering organization. From time to time you will hear my colleagues - both in this country and abroad. And believe me, it's a privilege to be working with them again. Being human we will probably make mistakes and the only thing that can be said about that in advance is that we shall do our utmost to be the first to correct them."

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Close Brush With Death in Korea Recalled by Hicks

Trigger-Happy Marines Trap War Correspondent Hicks, CBS's Murrow

Escape Near-Crackup, Live Because Sentry 'Shoot Anything' Order is Disobeyed

NEW YORK, N.Y.—James L. Hicks, war correspondent for the AFRO-AMERICAN Newspapers, is willing to bear testimony that when CBS correspondent Edward R. Murrow refers to his "Hear It Now" series as "on the scene broadcasts," he really means on the scene.

Mr. Hicks, who spent five months in Korea as a war correspondent, was reunited with Mr. Murrow at the CBS studios last week when it was announced that Murrow's "Hear It Now" series had won its third George Peabody Award for radio reporting. The two men had not met since they saw each other last fall in a shell hole in Korea.

"I can hear him now," said Hicks, borrowing a phrase from Murrow. "It was the roughest night I spent in Korea. Bill Lawrence of the New York Times, Bill Dunn of another network, Ed Murrow and I hitch-hiked a plane ride from Taegu on what I thought was a ride to Pusan.

Lands in Combat Area

"Once we were airborne, however, Murrow told me the plane actually was going to Chinhae, a small village about 12 miles from Masan which was at that time in the heart of the combat area.

"I had been to Chinhae and I knew that the landing strip there was only large enough for a Piper Cub plane to land and I told Murrow so. I told him that the C-45 in which we were flying would never be able to land there because the strip was too short.

"We're going to land there anyway," said Murrow.

As we approached the strip, I held my breath. The pilot set it down beautifully and we began to taxi down the strip. Halfway down the strip, I realized we were going much too fast to stop by the time we reached the end of the strip. Suddenly, the end of the strip loomed before our eyes and at the end there was a nice cozy rice paddy.

Heaves Sigh of Relief

The major flying the plane waited until we were almost to the end of the strip then suddenly jammed his brakes on and twisted the nose of the plane to the right. The nose spun around and remained on the strip, the tail of the plane cut through the rice paddie. There was some bumping and thumping and suddenly I realized we had made it without a crackup.

I heaved a sigh of relief and climbed out on the ground. Murrow was laughing as if something was funny, but Bill Dunn was remarking that he was an old man and that he did not relish such thrills. I was a young man, but I was feeling the way Dunn was.

But that was only the beginning of life with Murrow.

It was just about stardust and all of us except Murrow decided that the best thing to do at that time was to roll up in our blankets and find a place to sleep until morning, for all of us were Korean veterans who knew that it was not safe to travel around at night in the combat area.

Murrow Has Other Ideas

But Murrow had other ideas. He wanted to reach the Marine bivouac area that night for he had information that they were going to jump off the next day in an attack and he wanted to be there when they attacked.

He finally persuaded Lawrence and Dunn that the thing to do was to go on and find the Marine bivouac. He never persuaded me on the mad idea. I knew better. The only reason I went with him was because I was faced with the choice of going with them or being left there alone in the combat area. I stuck with the numbers.

We picked up three South Koreans who knew where the Marines were bivouacked and set out. It didn't take long for things to happen. The Marines had just arrived in Korea. Many of them had already been shot up by infiltraters and they were taking no chances.

As we reached a small Y in the road on the side of a hill an American voice suddenly clipped the darkness. "Halt" the voice said. "Who's there?"

"General" Murrow spoke up. "This is Edward R. Murrow of the Columbia Broadcasting System," he said. "We are correspondents. I have Bill Lawrence here of the New York Times, Bill Dunn of NBC."

The voice in the darkness on the side of the road said "Shut up shouting. Whatcha doing out here?"

Murrow said "We're correspondents looking for a story."

"Who's the OtherGuy?"

"That don't mean anything to me," the voice in the dark said. "I don't have any orders to let any correspondents through here. Who's the other guy with you."

My hopes took a tailspin at this point. If the New York Times and CBS didn't mean anything to the voice, I was sure he wouldn't recognize the name of my weekly newspaper.

Murrow made the "introduction," however, and the results were just as I thought they would be.

The voice spoke again. "Put your hands up over your heads, step six paces from each other, stand over there in the moonlight and don't move or I'll blow you apart."

Murrow started to speak again: "See here, old fellow," he said "You can't—"

"Shut up," the voice said. "One more peep out of you and I'll let you have it." I heard the bolt on an M-1 rifle shove a bullet in the chamber.

We stood there a while and suddenly the South Koreans started jabbering. I suddenly realized that the Koreans couldn't understand English and as another bolt clicked on the opposite side of the road the voice said:

Thought Murrow Done For

"All right, you in front," referring to Murrow, "start walking up the road, keep your hands up and stop when I tell you to. The rest of you stand fast."

Murrow started walking and I was convinced that this was the last of a CBS correspondent. The rest of us stood fast. Finally, Dunn said, "Look sentry, I'm an old man; I can't keep my arms up like this forever. I have a cigarette in my mouth, can I put it out?

"Keep your hands up. Spit out the cigarette," the voice said, Dunn spat out the cigarette.

"Years" Pass, Murrow Returns

After "years" had passed "General" Murrow came back down the road with a captain. The captain told us in no uncertain terms that we had walked into a Marine artillery outpost, that they were expecting an attack, that his men had been given orders to shoot anything that moved after dark and that it was a miracle that we were still alive.

I agreed with his last statement wholeheartedly.

He then told us that he could offer us very little protection since the "shoot anything that moves" order still prevailed and suggested that we crawl up in front of one of his gun positions and sleep quietly until morning.

I needed no second invitation. We went over beneath the very barrell of a 105 milimeter howitzer and lay down. Ten minutes passed and nothing happened.

Then the field phone on the gun battery rang. All of us lying around the gun could hear what was being said. A sentry reported to the captain that he had heard a "cricket call" off to his right which had been answered by another call off to his left. He said he did not think it was crickets.

"This Is Edward R. Murrow"

The captain told him to alert his men and be ready. Then silence again. I dozed and then was awakened by a familiar voice saying "This is Edward R. Murrow. I am now located somewhere in Korea in a gun battery of the U.S. Marines who are expecting an attack any minute. A sentry just reported—"

I suddenly realized that Murrow had set up his recording apparatus and was preparing to record the last act on earth of James L. Hicks and a few other marines. It was too much for me. I rolled over and went to sleep, determined to die that if Eddie and I ended up in the same world beyond, I would stay as far away from him as I could.

As I look back "I can her him now."

Officer Wins Tug-o-War in Korea

WITH 25TH INFANTRY DIVISION, U.S. ARMY—Lt. P. L. Baymon of 1106 Maple St., Seaside, Calif., 24th Infantry Regiment platoon leader, recently won a hard-fought tug-of-war with death when he saved one of his men from the swirling waters of a Korean river.

While fording the stream, Pfc. Samuel Brown, 249 Ashley Ave., Charleston, S. C., was swept from his feet and carried downstream. The lieutenant dived in after him but the current was so strong the officer was unable to bring him to shore.

"Every time we'd start back," Brown said, "the current would break us up and I'd go under."

The two men were washed downstream until Brown managed to grab an overhanging tree and hang on. Meanwhile, Lieutenant Baymon fought his way to shore where he knotted blankets together to from a lifeline.

With the aid of three other platoon members, he got the line to the struggling Brown and pulled him to safety.

Ring Up Three Firsts for Race in Gary, Ind.

GARY, Ind. (ANP)—Ring up three firsts for colored citizens here: They are Howard H. Hill, first city attorney of his race; Alphonso Horton, first clerk in a downtown department store, and Mrs. Carolyn Jordan, clerk in offices of a local utility firm.

Mayor Eugene Swartz appointed Hill to the $3,780-a-year post to replace Paul Piazza, who resigned. Hill, former star athlete, graduate of Virginia Union University and former welfare department employee, was admitted to the bar last year after finishing evening courses at DePaul University.

Horton, formerly of St. Paul, Minn., graduate of Lincoln (Mo.) University School of Journalism, works in the sports wear department at Holtman's Men's Store and is a staff member of a local weekly. Mrs. Jordan is clerk in the offffices of the Northern Indiana Public Service Company.

TO BECOME CATHOLIC NUN

TRENTON, N.J. — Miss Florentine Knock of this city was among the 28 young women who received the religious dress of the Sisters of Charity and entered St. Joseph Novitiate, Seaton Hill.

Wheelchairs Are the Legs of These War Vets

Enjoying a game of cards on one of the hospital porches at McGuire Veterans Hospital in Richmond are, left to right at table, William A. Grey, Bowling Green, Va., who served in the ETO and has been at McGuire two years, and George Saunders, Warsaw, N.C., who fought in the Pacific and has been there since 1946. Watching the game are Rufus Wyche Sr., Norfolk, ETO veteran who has been at McGuire 19 months, and Earl N. Johnson, of Hollandale, Fla., Pacific vet, who has been in the hospital four years.

Student Jobs in U.S. Parks Open to 6000

WASHINGTON

In the 28 parks under the National Park Service, there will be more than 1,000 government jobs this summer available to students and another 5,000 will be offered by the many concessionaires who operate the hotels and other recreational facilities in the parks.

Right now, the National Parks Service is accepting applications from students for summer work. But applications for jobs with concessionaires should be sent directly to the concessionaire, a list of which is available at the Parks Service office, Department of Interior.

Before this year, the minimum age for workers was 21, but this year it will be dropped to 18 for highly specialized scientific apprenticeship jobs in elementary but healthy outdoor work.

Students Aid Rangers

During the summer months, the staff of park rangers is increased by students and the jobs are vacation posts for a maximum of four months. Student applicants for the jobs are expected to have had some training in the natural sciences.

But the largest number of summer jobs with the park services are common labor. No educational requirements are needed for these jobs which include maintenance crews, fire-control aids, road workers, time keepers, forest insect and disease control crew and other similar trades.

Biggest and most popular employers of student help, however, are the concessionaires who manage the summer concessions. They operate under contract with the Park Service and include hotels, bus services and such.

TO RAISE MILLION

ATLANTA (NNPA) — The General Council of the Presbyterian Church, U.S. (Southern), voted approval here last Wednesday of a campaign to raise $1,000,000 for colored church programs in the South and for Stillman College at Tuscaloosa, Alabama.

License number 100 is always reserved for the president's car.

NO UNITY OF THOUGHT ON WAR:

Fighting 'Red' Aggression GI's Told in Reply to Query

WASHINGTON (NNPA) Why are American soldiers fighting in Korea?. Despite comprehensive precombat courses, that question repeatedly crops up.

From "Somewhere in Korea" a soldier in Korea wrote Carl Murphy, chairman of the committee of management of NNPA, to ask: "Just what am I fighting for? maybe you can tell me what I am fighting for."

Mr. Murphy forwarded the soldier's letter to the Washington Bureau of the NNPA.

No Unity Of Thoughts

"If there is any doubt in his mind about what he is fighting for, there must be doubt in the minds of any number of our GIs overseas and their parents at home," Mr. Murphy wrote.

"We have to take into account the fact that there is no unity of thought in this country as to the advisability of sending our men to fight and die in Korea. Every time some big shot says that Korea is our first line of defense, some other big shot equally as loud tells us we ought to get out of Korea.

"President Truman says our front line is in Europe. General MacArthur says we ought to clean up in Asia.

What Price Confusion?

"Is there any wonder our boys are confused?"

Well, here's the answer as gleaned from official statements of the "big shots":

In the words of President Truman:

"The whole Communist imperialism is back of the attack on peace in the Far East. It was the Soviet Union that trained and equipped the North Koreans for aggression. The Chinese Communists massed 45 well-trained and well-equipped divisions on the Korean frontier. These were the troops they threw into battle when the North Korean were beaten.

"The ...

to Pearl Harbor.

What are the objectives of the United Nations in Korea? Ambassador Warren R. Austin, United States Representative to the UN, gives this answer:

"They are first to take care of our men; to do as much as we can to protect the lives of the sons of all members of the United Nations who have gone to Korea.

To Protect Koreans

"No. 2, to protect the people of Korea. And this means, of course, primarily the people of the Republic of Korea.

"No. 3 thus far, and unless this is changedit is our purpose to unify Korea and to bring about conditions in which the people of Korea can establish their own government according to their own choice."

The fight there, reduced to its simplest terms, is to stop Communist aggression.

Nuptial Rate Rises in U.S.

Largest Incerase in '50 Since 1946

WASHINGTON

Marriages in the United States increased in 1950 for the first time since 1946; while divorces in 1950 declined for the fourth consecutive year. Both trends were revealed in Public Health Service provisional figures released today by Federal Security Administrator Oscar R. Ewing.

There were 1,669,934 marriages in the United States in 1950, an increase of 5.7 per cent over the final figure for 1949 of 1,579,798 marriages. The marriage rate in 1950 was 11.0 for every 1000 persons, while that for 1949 was 10.6 per 1000 persons.

Divorce total for 950 was estimated at 385,000 compared with 397,000 in 1949, a decrease of 3.0 per cent. The divorce rate for 1950 was 2.5 per 1000 population; for 1949 it was 2.7 per 1000 persons.

Rise Is Consistent

In the District of Columbia, there were 10,197 marriage licenses issued in 1950; while in 1949, there were 9,991. This is an increase of 216, or a rise in rate of from 11.9 per 1000 to 13 per 1000.

In Maryland, 50,558 persons obtained marriage licenses in 1950, contrasted to 47,842 in 1949, a rate increase of 21.6 from 20.5.

New Jersey shows a somewhat smaller gain, but a gain, nevertheless, of 9.5 from 9.3 within those years, there being 46.176 persons married there in 1950 t0 44,469 in 1949.

8,247 Rise in New York

In big New York S... e soared fro...

BELIEVE IN YOURSELF!

Don't test one brand alone ...compare them all!

Unlike others, we never ask you to test our brand alone. We say... compare PHILIP MORRIS...match PHILIP MORRIS...judge PHILIP MORRIS ...other cigarette!

AUG 28 1955

Press Clip

MURROW LOOKS OVER PASTURE ADJACENT TO DAIRY BARN. HE

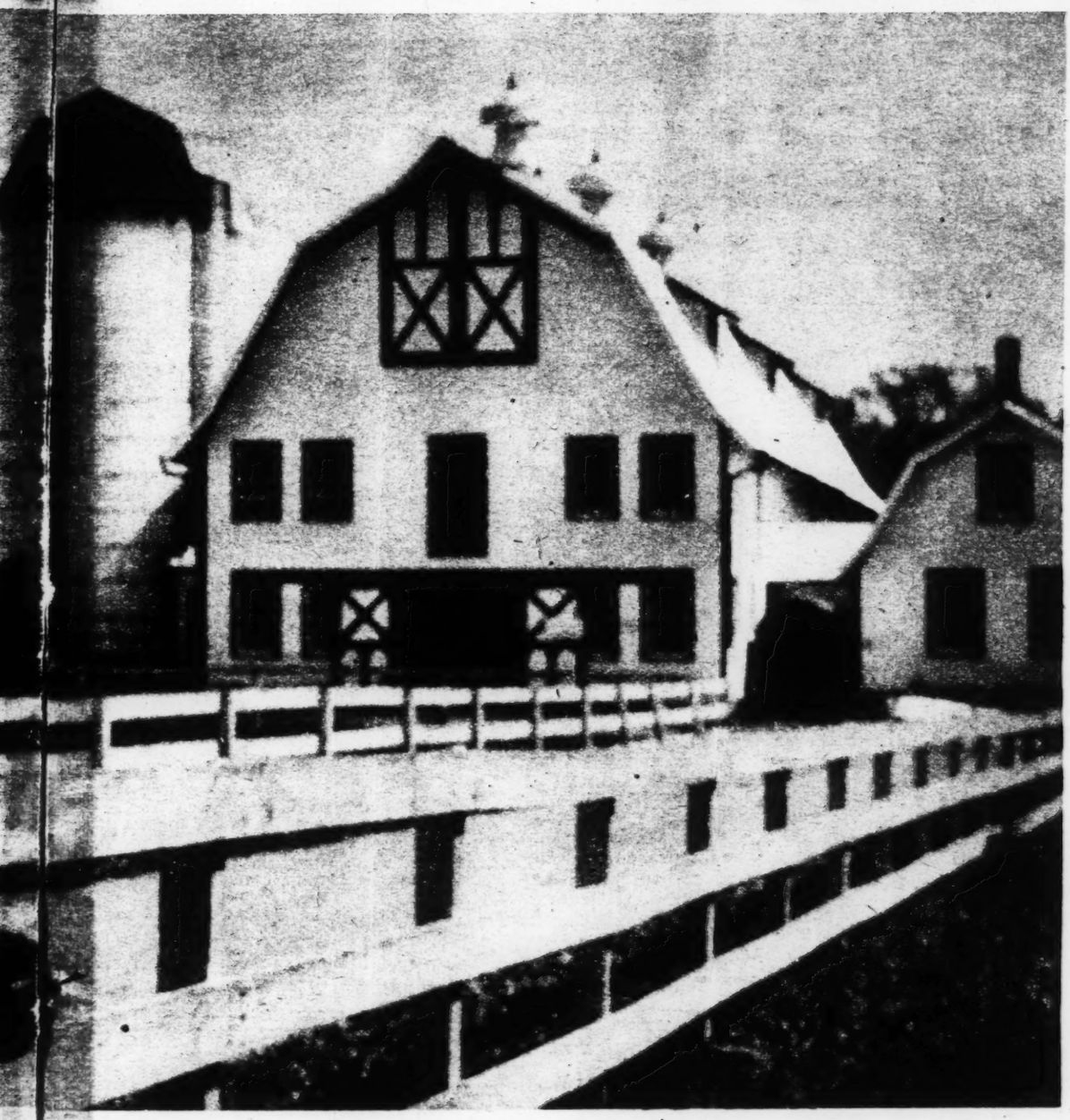
Turnabout For Murrow

FOR several years Ed Murrow has been giving television viewers intimate looks at the homes and leisure hours of celebrities on his "Person to Person" show for CBS.

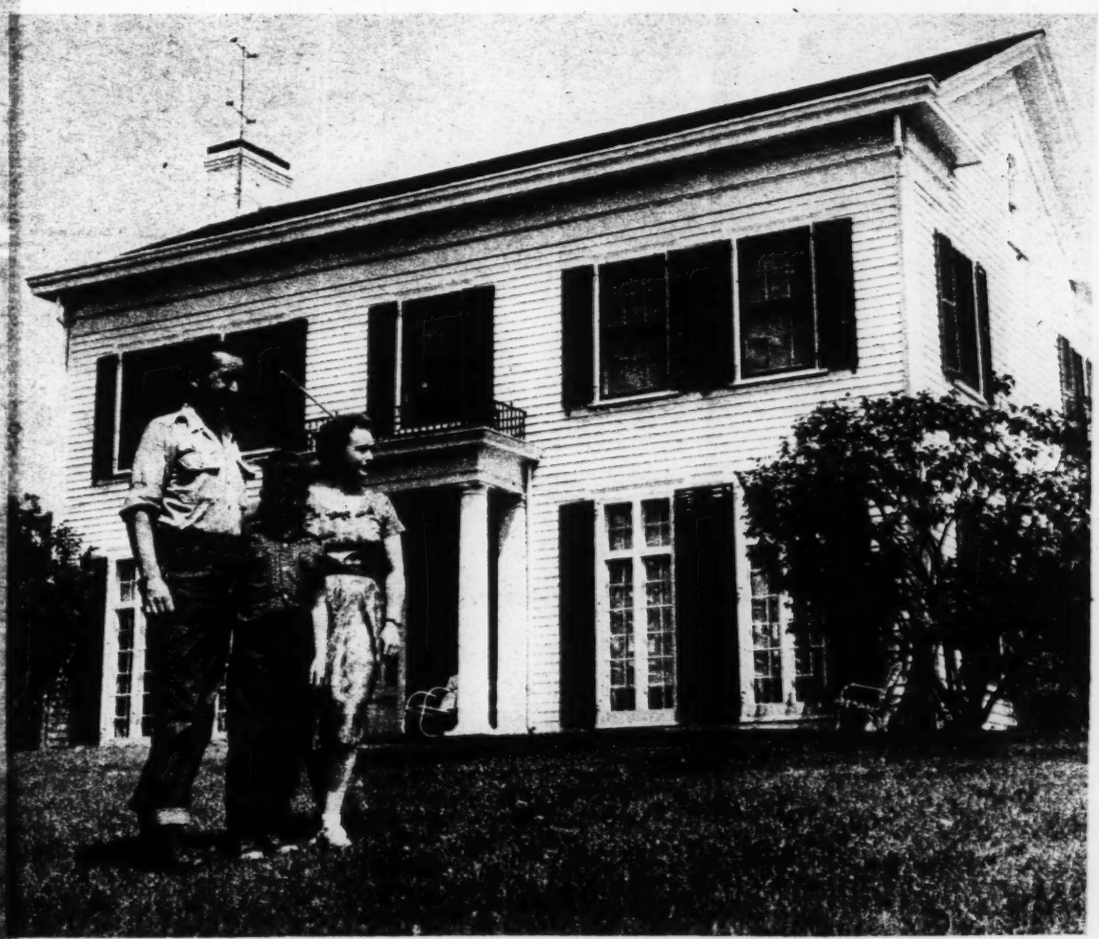
So it was inevitable that someone should corner Murrow at his 281-acre farm near Pawling, N. Y., where he raises dairy cattle. These United Press photos reveal him as he's seldom known—as a man who enjoys farm work and also finds time to be husband and father to his family.

Ed gives son Casey, 9, tips on trout fishing. He stocks a brook on his property.

He's as at home on a bulldozer as before the TV cameras. This Summer he cleared an area for a wild duck and bird pond.



HAS FOUR HIRED HANDS, SELLS MILK TO LOCAL DISTRIBUTOR



Murrow, wife Janet and Casey live in this 12-room white colonial home built in 1777. These pictures were taken while he was vacationing.

The Birmingham Post

A SCRIPPS-HOWARD NEWSPAPER

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"Give Light and the People Will Find Their Own Way"

Friday, September 3, 1948

Goof-Butts In Hollywood

Hollywood always has been a mystery to us. Things they do out there we never could understand. For instance, when the Commies apparently took over the script writing, production programming and class-angling—until the horrendous Thomas committee staged its Washington expose and the half-million-a-year producers turned tail and fired everybody who'd ever had an unorthodox idea.

So we are not posing as an expert when we say that, if it's even remotely true, this latest affair of the marijuana smokers would seem to begin to explain the unexplainable.

A prominent actor, previously booked (by a press agent, no doubt) to address a conference on juvenile delinquency, is arrested on a charge of smoking reefers, otherwise known as goof-butts, at a "muggles" party. He asserts that there are a lot of others who do likewise, that "it's the latest style in Hollywood." And a psychiatrist of those environs explains, "Hollywood people are jaded. They've tried everything. The only way they can get any stimulation is to indulge in reefers. It's the only way they have left to get any thrill out of romance."

Since romance is what Hollywood sells us poor dumb clucks, we would not want to impose our layman's appraisal. But we're beginning to get a glimmering of understanding.

We wouldn't know, but we could guess that, after nine marriages and nine divorces, a Hollywood male or female could feel that way.

We have to part company, though, [illegible] insofar as so bad that he couldn't sleep even when it was time to get up in the morning. His companion told him he should try sleeping tablets. Our friend said he didn't want to do that because he didn't want "to get into the habit." "But they're not habit-forming," said his companion. "I know. I've been taking them, myself, for 20 years."

They'll Like It---Or Else

Joseph Starobin of the New York staff of the Communist Daily Worker is in Czechoslovakia where he finds that "changing over from the old society to the new is a tough job."

All of the people aren't taking kindly to the revolution, it seems.

Among the "tokens of the big problems ahead," Mr. Starobin encountered people grumbling because they miss fruits and vegetables and variety in their meals. Also, because "too much machinery is going to the Soviet Union." Imagine that.

The rich peasants are accused of holding back their crops. He finds, too, that "the harvest itself is sabotaged in many places."

Sometimes "a young woman will accost you and ask if you are single," proposing marriage as a way of getting out of the country. Isolated cases, these, to be sure. "But they show," says Mr. Starobin, "that the new government still has to make a clean sweep here."

One of These Little Ones

By Dr. Henry M. Edmonds

A story illustrating the influence of early events in the lives of children is told by Dr. Bonnel in his book, "Psychology for Pastor and People." He is quoting a woman of 55.

"I can't seem to feel that anyone really cares for me. I am obsessed with the notion that everything my sons do for me is done out of a sense of duty and not because they have any real affection for me. I have exactly the same feeling about my friends. I simply can't get over thinking that everyone deals kindly with me because they are sorry for me. . . . I often wake in the middle of the night with the thought that in the morning I shall discover that both my boys have moved away from the city without leaving an address. . . . Sometimes I wonder if I am going out of my mind. . . . I used to get a lot of help from religion but now God seems distant and unreal. I no longer attend church or even pray."

DR. EDMONDS

Six months later she came in excited and said she had remembered something that might explain her condition.

When she was six her brother of 10, who was jealous of her, told her that she was an adopted child, a poor orphan, whom her parents only pretended to love. "Don't tell them what I've told you or they'll give you away."

"I can see it all now," she said. "Later I found out the lie but the damage had been done. I have thought of my sons and my friends and even God in terms of my parents who I thought were only pretending to love me because they pitied me."

Which is why the middle class sports organization known as the Sokol is being "cleaned up," and why "even the Communist Party, with its two and a third million members, is beginning a reexamination of every individual in it this September."

Little force is being used to make the people accept the blessings of communism, according to The Daily Worker's investigator. "Perhaps too little," he fears. "For the job is still to be done."

Thank You, Mr. Murrow

Followers of Edward R. Murrow, reporter and news commentator for the Columbia Broadcasting System, had an opportunity to learn from his two network broadcasts originating at Station WAPI why he has reached the peak of his profession.

Mr. Murrow came to Birmingham to report first-hand on the States' Rights movement, Henry Wallace and the attitude of the people of this area toward both. He had no axe to grind. He carried no chip on his shoulder. Good reporter that he is was interested in facts and facts alone and he reported them just as he found them. We hope he will come again and often. We like his kind.

Backdoor to the Payroll

Not the least interesting of Whittaker Chambers' experiences as a courier for the Communist underground was told in his recital of how he got a soft spot on the federal payroll as a cover for his real activities as a paid functionary of the Communist Party.

All he had to do, according to his story, was to tell two alleged fellow Communists he felt he should have a government job to explain his continuing presence in Washington. Presto! Within a "couple of days" he was given a $6000 job on a federal research project.

The joint backing of Eleanor Roosevelt and Harry Hopkins couldn't have done much better than that for a Democrat who had carried the party h[illegible] since the free-silver campaign.

Is it any wonder that Joe St[illegible]n thinks he can treat us like a bunch of saps?

Take It Easy

The long Labor Day weekend wh[illegible] for some already has begun will f[illegible] more cars on the road than ever [illegible]fore in history.

Holiday-makers, anxious to make [illegible] most of their opportunity, will be dr[illegible] far and the temptation to get to [illegible] coast or to the mountains as quickly [illegible] possible will cause them to take cha[illegible] which ordinarily they would avoid.

The stage is set for wholesale slaug[illegible] and a record number of accidents a[illegible] both will come unless all of us who [illegible] behind the wheel use our heads and e[illegible] should or that his car is completely under control and mechanically sound is to invite disaster. The safe thing is to make allowance for the other fellow. He could be an 80-mile-an-hour accident.

Why Arms Budgets

"Turkey faces ruination because of arms budget," reads a headline in the Communist Daily Worker.

And why must Turkey spend so much for armament? Only because her giant neighbor, the Soviet Union, wants a slice of her territory and control of the Dardanelles.

If the Soviets would hang up their sword and disband their fifth columns, the whole world could turn to peaceful pursuits.

Anti-Inflation Move

By Peter Edson

WASHINGTON. — Now that regulations and orders have been issued by Treasury and Federal Reserve Board, putting into effect bank reserve and credit controls passed by the special session of Congress, it's possible to make a better idea on how much they're going to curb inflation. The easy answer is, "Not much!"

In the first place they don't cover enough of the economy—far less than a fourth, possibly as little as 10 per cent. So inflation can still run hog wild over more than three-fourths of the economy—including housing and the cost of living.

One other important factor is that the McCarthy-Wolcott housing bill is inflationary. The important point is that this housing inflation is a calculated risk. It must be taken because the need for more shelter is considered inescapable and greater than the need for checking inflation.

HIGH FINANCE

Federal Reserve Board orders increasing bank reserve requirements and discount rates, plus Treasury orders increasing interest rates on short term government loans are matters well up in the stratosphere of high finance, and don't trickle down to the average citizen. There is no intention to curb productive loans, but non-productive loans for expanding production of luxury items and non-essentials will be clamped down.

The only thing in the congressional so-called anti-inflation bill that hits the consumer is the curb on installment buying. Under the new Regulation W, time purchases of autos and 11 specified lines of house furnishings and appliances costing up to $5000 will be under control after Sept. 20.

But charge accounts are exempt from regulation. So are purchases of jewelry, stocks and bonds, hospital and doctor bills, farm and commercial loans and a few other specified lines of consumer credit.

Curbing installment buying is looked upon in some quarters as working a hardship on lower income groups.

CREDIT CHECKS

Real purpose of Regulation W is to check over-expansion of consumer credit. Total consumer credit is now $14,000,000,000. It was $10,000,000,000 before the war. Regulation W does not apply to all consumer credit—only to the dozen lines of durable goods bought on the installment plan.

The great big loophole, untouched by congressional action, is of course the cost of living. There is a lot of wishful thinking about how the bumper wheat and corn crops are going to bring down all prices.

The whole danger of inflation is in the next year. As the above record shows, Congress did little to meet that situation.

'What a Bandwagon!'

—By Talburt

This Afternoon

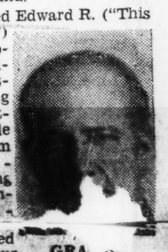
By John Temple Graves

"Eftsoones they heard a most melodious sound.."

* * *

The Heaviside Layer and the wide world to which it bounces radio waves heard Wednesday evening what we of the South identified as a rare and most melodious sound.

It was famed Edward R. ("This Is London") Murrow, of Columbia Broadcasting System speaking to his nightly nationwide audience from Birmingham, speaking tolerantly, un[illegible] and



Wallace passed [illegible] and of our GRA[illegible] deep conviction that we must be let alone in solution of our problem.

Without overlooking many things undone, he told of things we are achieving for ourselves, white and black. Without needing to get himself sunburned and pass for anything but an honest man, he found much to praise.

* * *

Every word was worth its gold weight to a region whose heaviest of many sins is the sin of not getting its case across to the nation.

Can it be that our hope of getting it across is through gentle outsiders like Ed Murrow? Certainly it is not truly put by those of our people who are usually selected by outsiders to tell the story and who think it their part to return the compliment by confessing more than they disprove.

* * *

We who love our automobiles, de luxe buses and streamlined trains and planes are still able to be charmed by a memory of what we miss as the world goes by too fast. It comes back as you read—if you are lucky enough to see one of the privately printed copies—the diary of Katherine Williams Kirkpatrick with its story of her 1914 journey on horseback with her husband, the late beloved James Douglas Kirkpatrick, through the mountains from Johnson City, Tenn., to Birmingham.

"Mountain Journey," the little volume is called.

They were from Aug. 13 to Oct. 14 making the trip. Beginning at Johnson City the nightly stops were at Hampton, Elk Park, Linville, Spruce Pine, Cane River, Alexander, Waynesville, Eagle's Nest, Sylva, Bryson City, Telaco Gap, Andrews, Murphy, Ducktown, Parksville, Cleveland, Shepherds, Mission Ridge, Valley Head, Ft. Payne, Collinsville, Attalla and Springville.

Mrs. Kirkpatrick has gone over the old diary, given it addit[illegible] calm [illegible] cadly [illegible] mourn[illegible] be refreshingly [illegible] owed [illegible] and retaught.

* * *

Russell Long's victory in Louisiana is partly dynastic urge, of course, but partly, too, another success for the famous technique of taxing and taxing to spend and spend and elect and elect.

Uncle Earl, with Russell's aid and advice, has taxed Louisianians an additional $80,000,000. With the money he has inaugurated services, institutions and handouts which win the family the votes it needs when election days come.

* * *

When the weather is warm and a campaign is even warmer, we-the-people are reconciled to rash and intemperate words from our politicians. But we are hardly reconciled to such very rash and intemperate ones as came from Alabama's Atty. Gen. Albert A. Carmichael (he of the great family name who has yet to prove his worthiness to hold it) in his talk before the Methodist Conference for Social Action in Montgomery Tuesday night. (Is this the same church-named organization from whose vice presidency even the radical-minded Bishop Oxnam resigned last year and whose extreme positions were exposed in the Scripps-Howard papers?)

Mr. Carmichael, in his fury, upset the rule of Edmund Burke. He indicted a whole people, since very nearly the whole people of Alabama is involved in the States' Rights movement he makes so dishonest a thing.

* * *

Mr. Carmichael says the names of the sheeted busybodies who invaded the Girl Scout officials' tent at Bessemer are known and will shortly be made public. Here's hoping they will indeed be brought to trial, and that this is not just more of our attorney general's midsummer madness. What is he waiting for?

* * *

Those North Carolinians who made it out so unfairly that the States' Rights m[illegible]-meeting in Birmingham last [illegible] state exceeded that in Alabama by hundreds of per cents. Perhaps they will grant our historic right to wave a Confederate flag and sing "Dixie," now that it is embarrassingly proved for them that human nature is human even in Durham, Burlington, Greensboro and high Winston-Salem.

* * *

That Henry helped himself in the North and East with his Southern show is certain. But, little as anybody imagined beforehand, his visit to Alabama has helped us here. On the morning after we had a feeling of having behaved well, white and black, of being somehow closer to each other, of having preserved our self-respect and philosophy without having been unfair or un-American to anybody. The best stories of the Wallace in Alabama-land I saw were Don Seiwell's in this paper. Don got an impression everywhere that, far from being tense, people were strangely relaxed and calm as they watched the Wallace antics.

* * *

Chairman McGrath, of the total-state wing of the Democratic Party, says Southerners can't be in the party if they support Thurmond and Wright. There are two answers to that. One is—Says who! The other is —So what!

The Post Box

News and Views from the Editor's Mailbox

Training Children Is Mother-Dad Job

In reply to the article in the Post Box, titled, "Mother Sets Path for Young," by Charles B. Royal, MD., I would like to add a postscript.

Fathers are also setting an example or path for their young whether deliberately or unconsciously. Every little boy that loves his dad at all, thinks everything he does is just the very thing to do, good or bad. It takes constant and effective teaching, loving and training on mother's part to counteract dad's loose morals, as often is the case, in many homes.

The facts you stated about good mothers with high ideals and faith in God to impart to her young is wonderful, but that does not relieve dad of his share of the responsibilities. Parenthood is not supposed to be a one sided affair, but both parents are to share in the training of their children's minds and bodies.

What do the scriptures say about this?

Proverbs 4:1—"Hear, ye children, the instruction of a father, and attend to know understanding. For I give you good doctrine forsake ye not my law."

Proverbs 5:1—"My son, attend unto wisdom, and bow thine ear to my understanding."

Proverbs 13:1—"A wise son heareth his father's instruction: but a scorner heareth not rebuke."

Read on and on in Solomon's writings and you will find many of his instructions and wise teachings as a father.

Then in the New Testament we read further: Ephesians 6:4—"And, ye fathers, provoke not your children to wrath: but bring them up in the nurture and admonition of the Lord."

A man's duty as a parent doesn't end when he leaves the place of employment where he earns his family's livelihood any more than the tired mother when she stops her never ending chores. Just as surely as the modern mother should come back to the quiet hour when she can draw close to her children by prayer, teaching and loving her young each day, so should the father be right there in that family circle to lead the way. Sometimes, instead of helping, the dad interferes maybe not intentionally, but by disrespect or shifting the children's interest to something that he is doing.

Your letter stirred me as there is such a deplorable lack of good home life and training in our homes, but an MD or just an ordinary mother, the job is great struggling alone. The men, as a rule, enjoy their rule as lord and master2of2their homes. Why can't they be real men and require the attention of all members in the family for a quiet hour of worship instructions and stores each day?

No, Dr. Royal, just going hunting and fishing with the boy does not qualify a man as a parent, but when dad puts into his life the things his son should do the teaching will be much easier to do.

POLLY HULSEY.

* * *

Urges Truman To Quit Race

In view of the results of the Gallup poll, does it not seem reasonable that some person or group of persons should approach Senator McGrath and other influential Truman advisers to prevail on President Truman to withdraw in favor of Governor Thurmond? It would thereby enhance the Democratic Party's chance in November.

It seems perfectly obvious that Mr. Truman cannot travel without the South and by the same token the South is not going to turn back.

There is no use trying to butt a stone wall down and the national Democratic Party should see this.

And since Senators Hill and Sparkman have stated they are not for Truman and will vote the prevailing sentiment of Alabama why not ask them to act on such a committee? Then they would be co-operating 100 per cent with the same majority.

W. B. COBBS,
Tuscaloosa.

Rhymes Of The Times

(WASHINGTON — "Eight-power rule suggested for South Pole.")

BY BEN FOSTER

With so many situations
Needing calm and cool advice,
We may find a lot of nations
Simply leaving this on ice.

Which may help world understanding
And abet our peaceful goal,
Unless someone who's expanding
Just decides to take a "poll!"

Foot in Mouth

Henry's A Spellbinder When He Refuses To Talk But A Flop When He Lectures

By Robert Ruark

MEMPHIS — You know how in the movies when a naive character pulls an awful boner in front of everybody, and how you squirm for him and shift in your seats? That is how you feel about Henry Wallace, when he is face to face with the "common man," the little man that Henry is going to save if it kills 'em both.

Mr. Wallace is dramatic when he is unable to speak because people are plastering him with boos and bric-a-brac, or when his lofty principles forbid him to utter a mumbling word. With his mouth shut, Henry is one of the greatest orators I ever saw, because he can look so tired and soulful and downtrod, like every man's hand is agin him and his shoes don't fit.

But when the people are standing there, ripe to listen, Henry gets lost. He looks at the faces, and the faces stare back at him, and it discourages him. He gets no spark from the Negroes he has sworn to emancipate. No communication exists between Henry and the po' whites whom he attempts to patronize. Henry stands up and says looky who's come to save you, and the faces answere impassively: Save who from what?

During the days I have been trailing Henry on his Southern stump tour, it seems to me his audiences have been composed chiefly of the idly curious, out to see what the critter looks like. A few hundreds come and stand on the sidewalk, shuffle, and wait expectantly for something to happen. If no tomatoes splatter, no eggs fly, they amble off again, disappointed. They have been cheated of a bear-baiting.

Wallace the extemporaneous orator makes you blush. A humorless man, with all the robust earthiness of a floorwalker in a decorating salon, he strives to establish contact with the audience, and winds up with both feet firmly in mouth.

He has attempted all the clinches of the wool-hat spellbinder, but they are awkward on his lips. He tried a feeble joke. Nobody laughed. I wanted to crawl under the car.

In Alabama, he invoked a dead relative native to that locality to help him reach his audience, but this stab at sympathy died as dead as his old aunt, or whoever she was. Getting down to fundamentals, he promised a bale of cotton per acre, under the guidance of the Progressive Party. Sunbaked, hard-hewed men just stared and spat. Henry was talking in a region which habitually yields two or three bales per acre.

Henry's theme has been that the South isn't rich enough, and when he tells how he can put a double helping of chitlins in every skillet, he sounds nearly as illogical as old man Townsend.

Once, in desperation after failing to evoke receptivity by repeatedly name-dropping Franklin Roosevelt, Henry searched helplessly for some established political names with which to sanctify himself by association. The best he could do was Justice Hugo Black and Claude Pepper.

Henry repeatedly has mentioned the "Wall Street gang," with the dogged desperation of The Daily Worker. Last time I listened, he was accusing the Wall Streeters of illegitimately fathering the Dixiecrats.

No speech of Wallace's that I have heard has struck even one chord in his audience. He has striven for the homeliness of the red-necked demagogues, and has managed to sound like a YMCA counselor lecturing on the evils of sex. Wallace, attempting jovialty, fits a rural stump much as Gov. Jim Folsom would adorn a literary tea.

Henry strides out reasonably smooth on his radio stints, reading ghost-prepared copy in a mealy come-to-salvation voice. Then he can play savior, then he can play martyr. But face-to-face with the constituents, he couldn't sell 'em Sears and Roebuck as a social force.

Real Whammy

FCC Ruling Has Just About Everybody Down On Poor Radio Corporation

By Frederick C. Othman

WASHINGTON — Let us pity today the Stromberg-Carlson Co., a corporation haplessly in the middle of a theological controversy.

This firm manufactures radios, telephones, television sets and allied merchandise. On the side it operates in Rochester, N. Y., a radio stat[illegible] or at least it was to Arthur Cromwell, an atheist and proud of it.

As president of the Rochester Society of Free Thinkers, he announced that he was no oaf. Neither was he ignorant. He recalled the decision of the Federal Communications Commission in 1946, saying that radio stations must give atheists a fair break on the air. And he demanded that WHAM give him time to make a speech about atheists and oats.

WHAM, in a nice way, of course, told him to go wham. It didn't intend to subject its listeners to any oratory by him. Cromwell appealed to Washington. He said it was obvious in whamming him off the air that WHAM had violated the FCC's decision. He urged that the government refuse to renew WHAM's license.

So the commissioners, who have been on something of a spot lately for their atheistic ruling, wrote Stromberg-Carlson a letter, asking the corporation whether it had ruled Cromwell off the air because it disagreed with him.

This, insofar as I know, is the first time that a manufacturing corporation has been asked to search its soul, decide whether it has a conscience and, in effect, indicate of what church it is a member.

Eventually the directors composed a note to Washington saying they never had kept anybody off the air simply because they didn't think he knew what he was talking about.

About two weeks ago, on the same day that a special House investigating committee [illegible]

The gentlemen from Indiana said the commission had ruled that atheists must be given their share of broadcasting time. Therefore, said he, the commission had violated its own regulations in allowing WHAM to stay on the air. A number of leading atheists, mostly elderly gentlemen with eyeglasses and hearing aids, agreed vehemently. Several prominent churchmen said they found themselves forced to join with the atheists. They didn't like it, but facts were facts. If the commission had ruled that atheists must be given broadcast time, then WHAM had violated the rule.

So along came Commissioner R. H. Hyde, a tall citizen with a worried look and curly gray hair, to say he was distressed by the whoopla and whammy. All the FCC was trying to do, he said, was to go on record in favor of free speech. It didn't really mean that every atheist who wanted to make a speech on the radio could do so.

And if the commission's literary style was so fuzzy that nobody could understand what it meant, Commissioner Hyde was sorry. Representative Harness indicated that was a poor excuse. There will be more developments on this later, the Stromberg-Carlson Co., will be sorry to know. Let us not censure the corporation, just pity it.

Somber Warning

Symington Warns Aircraft Industry Not to Rest On Its Record Made During War

By Jim G. Lucas

WASHINGTON — Air Secretary W. Stuart Symington has warned the aircraft industry that the Air Force is paying too much for its planes and deliveries are behind schedule.

"The Air Force is out to get a dollar's worth of airpower for each tax dollar," he said. "We expect industry also to become preoccupied with the idea of efficiency and economy. Industry must assist in stabilizing economic conditions and must conduct its business in a free economy, without requesting priorities from the government.

"We want to restore the health of the aircraft industry, but we do not propose to nourish inefficient producers indefinitely or let military money be used for bailing manufacturers out of their failures in the commercial field."

Mr. Symington's warning was made at a recent meeting in Washington of the Aircraft Industry Assn., spokesman for major plane builders.

Although the speech was supposed to receive no publicity, Rep. Leo Allen (R., Ill.), chairman of the House Rules Committee, got a copy and inserted it in the Aug. 17 Congressional Record.

"Performance is up, yes," Mr. Symington told the plane builders, "but production costs are up, too. In our opinion, in many cases, costs are out of proportion to the improvements, even when consideration is given the inflationary spiral, higher labor costs and other factors."

Mr. Symington said "not one positive production development to reduce cost has been introduced by the aircraft industry since V-J Day" and in some cases "inefficient practices and resistance to already proved ideas have increased."

He accused the industry of living on its World War II reputation.

"As an example, the first experimental model of a new fighter scheduled for delivery in August, 1945, did not make its appearance until October, 1946. Deliveries today are at the point they should have reached in November, 1947.

"Excuses and justifications won't give the answer. The industry cannot afford to rest on its laurels.

"The appropriations just received are the beginning of a five-year program. If we fail to meet production schedules, we jeopardize the whole program. That plan calls for delivery of 1458 planes during the fiscal year 1949. If 1458 planes are not delivered, the government, with good reason, will want to know the reason why."

He said the Air Force had asked the FBI to prevent future Benny Meyers scandals before they occur. He told industry to employ no former Air Force officers as sales representatives or in positions where they deal with former classmates.

MUTILATED PAGE (s)

South's Story Told To Nation By CBS's Top Newscaster

Radio listeners in every corner of the nation today are pondering the story of Birmingham—the story of the South.

Told last night by one of the country's ace news analysts and commentators, the story was different from the one they had been hearing about "the nation's number one economic problem."

It was told as the South's true story seldom has been narrated in other parts of the land. It was told by a man in whose integrity millions of radio listeners have the utmost faith: Edward R. Murrow.

Mr. Murrow was in Birmingham for the Henry Wallace rally. His nightly broadcast (6:45 p.m. CST) originated in the studios of WAPI and was carried over the nationwide facilities of the Columbia Broadcastng System.

Following are excerpts from Murrow's 15-minute talk.

Mr. Wallace was scheduled to speak from the steps of the Jefferson County Courthouse in Birmingham shortly before sundown. It was a hot, shirt-sleeve sort of afternoon.

The lawn in front of the Courthouse was divided by new barriers. The white folks were on the right, the colored folks on the left. The crowd was good-natured. The whole crowd numbered 2500, probably less than one-quarter of them colored.

Eugene (Bull) Connor, Birmingham's police commissioner, made a short speech. He said Wallace had a right to address the crowd and say whatever he pleased, whether the crowd agreed with him or not.

STATE TAKES PRIDE

Alabama seemed to be taking rather considerable pride in the fact that Mr. Wallace's speeches earlier today had been more orderly than in North Carolina. Mr. Wallace issued a statement that he would not speak at the Courthouse area because it had been roped off for Negroes and whites. Commissioner Connor replied that the police were only enforcing the laws of the city.

If you had spent the day here in Birmingham today, talking with newspaper editors, reporters, broadcasters and publishers, here is some of the impressions you might have gained: The so-called Dixiecrats are confident of carrying this state, likewise Mississippi. And if Talmadge wins in Georgia, they believe that, too, will go for the Thurmond-Wright ticket. And for the future, they're not sure where they are going, but they are determined to create a solid trading block in the South, even if it means permanent disintegration for the Democratic Party and the creation of a number of splinter parties.

PROGRESS RETARDED

Those with whom I have talked today are willing to admit that social, economic progress in the South has been slow. They are equally willing to assert that they have been negligent to publicize the progress that has been made. They resent federal efforts to eliminate segregation.

Those with whom I have talked today were unanimous in their contention that progress in the South has been retarded by the emotions as a result of the current controcersy over states' rights. They will tell you that the KKK is increasing in strength, feeding on fear and resentment.

They will tell you, too, that the alleged communistic ties of Mr. Wallace create resentment in the South. People who know politics in Alabama will tell you that Mr. Wallace will get two, five or 10 thousand votes in this state. I have heard no estimate that went over 10,000.

VOTES ELSEWHERE

The opinion is widely held that Wallace is maknig his tour through the South in the hope of influencing votes in the rest of the country, rather than in the South.

These opinions I'm reporting to you came from responsible leaders in the commnuity. They were gathered in the course of a single day, and are impressions—and in no sense conclusions.

Several times today I've heard the statement that the South has made more progress than it has been given credit for. Here's an example: It comes from Jefferson County. It comes from the director of the Negro schools in Jefferson County. It shows the construction of several, modern fireproof Negro high schools. It shows that the curriculum in the Negro schools has been expanded. It shows that in 1930 there was no transportation to take Negro children to high schools, and now transportation is provided on a basis equal to that afforded for white students.

And the report says in the last few years the length of the school day and the school term in the white and Negro schools has become identical.

Te feeling here seems to be that progress in the South may be slow but that certainly it is occurring.

Rites To Be Held Here Tomorrow For Mrs. Kaiser

Mrs. Emma Brown Kaiser, 84-year-old Birmingham resident, died late yesterday at the home of her daughter, Mrs. W. E. Allen, 310 Dawson-av, sw.

A native of Sulphur Springs, Mrs. Kaiser had lived here for 30 years. She made her home with Mrs. Allen and another daughter, Mrs. A. F. Little, in Tarrant.

Funeral services will be at 10:15 am.. tomorrow at Brown-Service Chapel with burial in Sulphur Springs Cemetery. The Rev. Glenn V. Tingley and the eRv. J. L. Williamson will officiate.

She is survived by her two daughters; a son, W. L. Kaiser, Dearborn, Mich.; two brothers, Russell Brown, Sulphur Springs, and Arthur Brown, Valley Head; five grandchildren and three great-granddaughters.

Sues Theater For $5000

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The plaintiff claimed the accident occurred on June 5. He said he walked down the aisle of the building seeking his two step-children.

David S. Satterwhite, attorney for the plaintiff, said his client suffered two broken ribs and other injuries.

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Damages of $5000 today were being sought from Fred E. Deason, 918 16th-st, s, by a man whom he allegedly assaulted last May 7.

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Filed by Atty. G. R. Harsh, litigation claims that Mr. Matthews was "mashed, bruised, sprained, twisted, cut and otherwise injured by Mr. Deason.

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New York Truck Strike Spreading

NEW YORK, Sept. 2 (UP)—Sympathy walkouts cropped out today as the trucking strike cut deeper into New York's food supplies despite a union promise to keep perishables moving.

The big food store chains, which were the first hit by the effects of the walkout, said they were not getting deliveries today.

The strike by nearly 10,000 truck drivers and their helpers further crippled the city's industrial and commercial life today when railroads blocked shipment of all freight but certain essentials into the New York area.

Union officials met this morning in advance of a membership meeting of Local 807. Representatives of the truck operators met in the same hotel. Federal, state and city mediators were standing by in an effort to bring the two factions together before the union membership meeting.

Although no deliveries were being made to chain and food stores from company warehouses, police reported shipments to independent stores were about normal.

A survey showed that truck traffic on bridges and through tunnels leading to and from the city was 60 per cent or more below normal.

The city's usually busy waterfront was quiet, and many piers and terminals were deserted.

Lost Dog Hunts For His Owners

MOBILE, Sept. 2 (UP)—For a month now, a sad-eyed dog has kept lonely vigil at a busy intersection here.

In sun and shower, day and night, the tan-and-white mongrel has been on the alert for the return of his apparently Florida-bound owners.

Service station operator Marvin Whigman said the pooch bounced friskily from a California car that drove into his place, over four weeks ago.

It seemingly inspects each of the hundreds of cars that whiz by.

Dog-days are days not of dogs but of the dog-star, Sirius, which rises with the sun during the great heats of late Summer.

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P. Cl.

THE BOSTON HERALD

THURSDAY, JANUARY 22, 1959 C PAGE SIXTEEN

In Confidence

A new Marie Torre case may be in the making in New York, and if it develops the way the TV columnist's did, the state will have even better grounds for enacting a "confidence law" than it already has.

New York City police are investigating charges by a CBS network program that many big business concerns regularly supply prostitutes or call girls for their customers. The Police Commissioner and the District Attorney have indicated that they will question all persons connected with the program who may have criminal knowledge. But the program narrator, Edward R. Murrow, and network officials are pledged to protect the identity of those who supplied them with their information.

Thus a definite conflict is threatened. If the investigators push the matter far enough they can undoubtedly force the network people to a choice between divulging their sources and going to jail for contempt. And the choice will almost certainly be jail.

In a way it would be good if this were to happen. Because the CBS case demonstrates in a much more solid way than the Torre case did the desirability of allowing the press (and radio) the right to protect confidential informants. "The Business of Sex" was a for-adults-only program and may have offended the sensibilities of some viewers. But there is no question that it was a public service undertaking. Its purpose was to unmask a public evil, and the fact the police are now belatedly moving in is proof it succeeded.

Could CBS have accomplished this expose without promising to protect its informants? Obviously not. It couldn't have accumulated the basic facts on which the program was based, and it certainly couldn't have induced call girls and others to tape comments for reproduction on the show, which contributed so importantly to the program's impact.

It is at least significant that the police, in following up CBS's expose, are themselves offering to keep the identity of informants confidential.

No rights are absolute, including the rights implicit in the First Amendment's free press guarantee. But a public interest is certainly served by giving press (and radio-TV) the widest possible latitude in collecting public service information and passing it along to readers and listeners. The right, within reason, to protect legitimate news sources is one which deserves legal backing.

We are glad that the Torre case has already prompted moves to introduce "confidence legislation" in Congress, in New York state, and, more recently, in Massachusetts. The movement should spread.

Press Clips

EDITORIAL PAGE

THE BREMERTON SUN
Published Every Weekday at Bremerton, Wn.

Page 16 Tuesday, January 7, 1958

Confused Control

The recent report of the Washington Citizens council of the National Probation and Parole association leaves little doubt that much must be done to improve the post-custodial care of juveniles who have been in trouble.

In a plain-spoken report, the council cites three things that are wrong:

1. The workload of field counselors of the state division of children and youth services "is well over double" recognized standards;

2. There is little uniformity or coordination in the parole system because boys are supervised from the Olympia office of the division, because girls from Maple Lane school are supervised by the various departments of public assistance in the several counties, and because girls from Martha Washington school are supervised by the Seattle office of the division;

3. Juvenile courts and/or probation departments, largely because of a lack of funds according to the court authorities, generally are not submitting adequate social history information to the division when a youngster is committed.

None of this is good. That is an understatement. It is very bad. It is bad because if a youngster ever needed close supervision, guidance and help he needs it when, after being detained in an institution, he finally is admitted once again to the free world. It doesn't require an extensive research project to develop the point that right then is probably when "problem children" stand at the fork in the road, one branch leading to a decent life and the other to a ruined one.

Here are some stern accusations developed by a respected group. To say that these accusations demand the close attention of the governor and of the next session of the legislature is saying the obvious.

* * *

American Diplomat

Hurrah for the International Telephone and Telegraph Co., for the Columbia Broadcasting Co., for Edward R. Murrow, and for—praise her—Marian Anderson!

Hurrah for a real blow struck for liberty; hurrah for some real U. S. diplomacy; hurrah for a state department good will tour of the Orient by Miss Anderson, a tour which won more good will for this nation than a dozen sputniks ever will win anywhere for anybody.

What a wonderful, superb program that was last week when I T & T presented Murrow's "See It Now" which showed state department films of the magnificent job done for this nation in the Orient by Marian Anderson, a Negro lady whose voice once commanded a throng farther than the eye could see at the Lincoln Memorial in Washington.

The crowds which greeted her in the Orient were almost as large. But they came to hear her talk as much as to listen to her sing. What she said was almost beyond measure in the good it must have done this nation's sagging prestige, a prestige buffeted first by Little Rock and then by those sputniks. She talked to attentive schoolchildren and told them how important it was to "belong." She talked to grownups and told them that she always uses the word "we" in referring to herself and her accomplishments "because the older one gets, the surer one is that he never does anything by himself."

And then she sang in front of Mahatma Ghandi's statue. Without accompaniment, she poured out a favorite hymn of that great Indian believer in peace. She sang Lead Kindly Light.

Yes, hurrah for Marian Anderson. Hurrah for Lead Kindly Light, for humility, for knowing that you "belong," for world peace. Hurrah for a nation which can send such a fine person out into the world to say these things.

* * *

Legislative Burrs

(Continued from page 58)

scheduled for last Friday and it was considered a possibility that the ban might be a topic of discussion.

Relaxation of the ban to permit, at least, broadcast and wire recording coverage of hearings seemed probable.

Strong protests were filed by both NAB and the Television Broadcasters Assn. last week.

MBS Commentator Albert L. Warner, chairman of the House Radio Correspondents Assn., told BROADCASTING last Wednesday that Rep. John S. Wood (D-Ga.), chairman of the House probe committee, had promised to refer his protest to the full committee for consideration.

TBA, in a letter sent to Chairman Wood by its president, J. R. Poppele, pointed out that 54 video stations in 32 cities can now be connected with Washington by coaxial cable or radio relay to transmit to their audiences events of public interest in the Nation's Capital.

"It cannot be urged strongly enough," Mr. Poppele wrote, "that the . . . prohibition inadvertently discriminates against those American citizens who are not fortunate enough to be in Washington, or who cannot afford to come to Washington, as well as against those citizens, who, confined to their homes, private or public hospitals, or veterans hospitals must rely upon the new and ingenious television broadcast in order to witness the public proceedings and events in the Capitol and elsewhere."

TBA asked that an opportunity be afforded the television industry "to discuss with you the most reasonable, workmanlike and cooperative method by which, with due regard to the proprieties of such proceedings, this public service can be provided from time to time to the millions of American citizens who desire to 'attend.' "

A. D. Willard Jr., executive vice president of NAB, in a letter to Chairman Wood Feb. 5 charged the committee with discrimination against some forms of reporting.

Television, tape recordings and instantaneous broadcast of committee session, Mr. Willard pointed out, are new forms of journalism.

"To take a single example," he said, "tape recording is now used as were words in quotation marks in an old era of news reporting. The radio reporter, telling the story of an important hearing, can now drop into his dramatic narrative the very words of the man quoted, in his own voice. Television is no less graphic, to say the least.

Sweeping Decision

". . . your committee's decision is so sweeping as to deprive the American people of a great deal of truly priceless information. I urge, therefore, that it be at least reconsidered, and the representatives of radio and television be allowed to tell you how much it means to their audiences to keep them informed of the major work being done by your committee."

Edward R. Murrow, CBS commentator, said on his broadcast of last Tuesday that Rep. Wood had told him that he was "not at all sure that the committee isn't losing more than it's gaining by banning these modern instruments of communication."

A majority of committee members, telephoned by Mr. Murrow, "expressed similar views," the commentator reported. All said they were willing to reconsider their action of a fortnight ago.

In a broadcast a week earlier [BROADCASTING, Feb. 7] Mr. Murrow had pointedly wondered whether newspapers, whose reporters were not affected by the committee's decision, would rally to the cause of freedom of information—as they often have rallied in defense of their own freedom of news coverage.

Last Tuesday Mr. Murrow reported that "editorial apathy was widespread." "Here in New York," said Mr. Murrow, "two powerful organs of public opinion, the *Times* and the *Herald Tribune*, made no editorial comment, although their editorials did deal with such subjects as movie stars' earnings, winter driving, a wise woodchuck, Joe Louis and the liquor license, fragrance in February, the victory against smoke, and other matters that are presumably engaging the attention of metropolitan newspaper readers."

Mr. Murrow said in other major cities there was no significant editorial comment, save in Washington, where the *Post* commented favorably on the committee's decision and Boston, where the *Christian Science Monitor* regarded the action as "a very real step toward reform."

The Hoover Commission on government reorganization sent two of a series of 15 proposed reports to Congress.

First Report

The first dealt with overall organization of the executive branch of the government. It was recently presented to Congress by former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of the Government [BROADCASTING, Feb. 7]. It was subsequently written into a legislative proposal (HR 2361) by Rep. William L. Dawson (D-Ill.), chairman of the Executive Expenditures Committee of the House.

This measure was favorably reported last week by the full Expenditures Committee and taken to the floor of the House where it met opposition before being passed by that body.

It was the absence of such exemptions that brought renewed opposition from Rep. Halleck.

Rep. Halleck contended that it would be "disastrous" to have the quasi-legislature and quasi-judicial functions of these agencies brought into the executive branch of the government "in such manner that their operations become political instead of non-political.

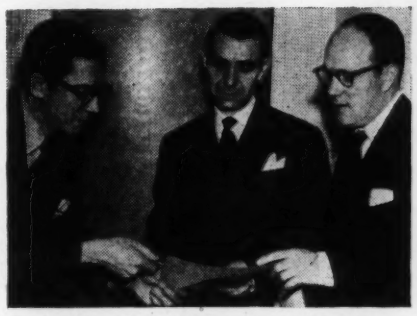
"Take, for instance, the matter of the FCC," he argued. "You may say that this is a completely far-fetched proposition, but it could happen. Suppose that the functions of the Federal Communications Commission were transferred to the Dept. of Commerce; you might have a situation under which radio licenses issued to stations might, on a pure political basis, be changed.

"People build up great businesses on the issuance of a license. They are to have that license as long as they use it in the public interest. And that is the value and the merit and the function of such a commission.

"As I say, it would be inconceivable to my mind that any such result would be brought about, but certainly there are some in the country, and I am afraid some in the government who would argue that even the quasi-legislative and quasi-judicial functions of those great agencies should be brought within the realm of the executive branch of the government, and, hence, subjected to political control."

Mr. Hoover had earlier warned Congress that it could expect opposition to government reorganization from officials whose agencies were affected.

The Senate Executive Expenditures Committee Feb. 7 heard Mr.



CBS's Albert Ward (l) and Werner Michel (center) discuss with Gordon Kinney, radio director of Advertising Council, *Work in Progress*, half-hour documentary based on the council's campaign for a better understanding of American economic system, presented by CBS Feb. 6.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC advertisers reach the biggest and richest industrial center between Chicago and Omaha, Minneapolis and St. Louis . . . get extra coverage of the prosperous Iowa-Illinois farming area on WOC-FM without additional cost. With complete duplication both stations deliver the entire NBC Network schedule and local programs to this rich farming area.

Col. B. J. Palmer, President
Ernie Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

For a Great Radio Week-End, Dial 930

WBEN radio

TONIGHT

GUNSMOKE ... 8:00
Radio's most talked-about Western drama

TWO FOR THE MONEY ... 9:00
Quiz, cash and comedy starring Herb Shriner

GANGBUSTERS .. 10:30
Hard-hitting drama straight from the police blotter

Good Shows All Day Sunday

Music "On a Sunday Afternoon" 4:05
"Captain Huckabee's Beard"...6:30
Jack Benny, 7:00; Amos 'n' Andy 7:30

TV'S BRIGHTEST STARS SHINE THIS WEEKEND on channel 4

TONIGHT

★ 8:00 pm JACKIE GLEASON stars with Audrey Meadows and Art Carney.

★ 9:00 pm HERB SHRINER stars in "Two For The Money."

★ 9:30 pm JOAN CAULFIELD and BARRY NELSON star in "My Favorite Husband."

★ 11:25 pm PAUL HENRIED and JOAN BENNETT star in "The Scar"

SUNDAY

★ 8:00 pm ROSEMARY CLOONEY, JAMES CAGNEY, NOTRE DAME GLEE CLUB plus baseball stars on Ed Sullivan's "Toast of the Town."

★ 9:00 pm FRED WARING and his PENNSYLVANIANS in a special Talk Program.

★ 9:30 pm ANN HARDING stars in "Young Girl in an Apple Tree" on Stage 7.

★ 10:00 pm PAUL NEWMAN stars in "Five in Judgment."

★ 11:30 pm LORETTA YOUNG and DAVID NIVEN star in "Eternally Yours."

stay with the stars . . . on WBEN-TV 4

NO MONEY DOWN

PAY ONLY $1.45 A WEEK

MUNTZ

Free Home Demonstration

21" $119.95

24" .. $169
27" .. $199

Prices Include Federal Excise Tax
One Year Picture Tube and 90-Day Parts Warranty

A complete line of table and console models

BAILEY RADIO & TELEVISION
2238 BAILEY NEAR FERRY TA. 1555

Colin Male, a Native Buffalonian, Rides Crest in Dotty Mack Show

By STURGIS HEDRICK

A MAGNETIC Buffalo Boy, a pert snub-nosed beauty and a muscular ex-crooner have parlayed an idea, talent and hard work into perhaps the brightest low-budget show on network television.

They are Colin Male, Dotty Mack and Bob Braun — leading lights of ABC's Dotty Mack Show, seen this evening at 8 on WBUF-TV. It originates each Saturday from WCPO-TV in Cincinnati.

* * *

THE IDEA—pantomiming Hit Parade recordings — was novel and enterprisingly executed. The talent was lavishly endowed upon all three featured performers. The hard work was and is vigorous and continuing.

Petite Dotty Mack, an exquisite brunette, is the star of the show, of course. Her beauty has won her enticements to Hollywood that she has thus far declined. But her skill is unique. She is rightfully called the "Queen of Pantomime," although lip-synchronization more accurately describes her art.

* * *

BOB BRAUN'S is a bizarre role. He is a gifted vocalist; yet he doesn't sing. He "lip-synchs" other songsters' records and flexes his muscles.

But Colin's winning personality and versatile charm are the attributes that hold the show on a big-league plane. At 6-feet-4, he is a huge hunk of Male. But at 29, Colin has a shyly mature sincerity that makes him one of the top commercial announcers in the business.

* * *

MALE IS A BENNETT High School graduate, class of 1942. He attended Buffalo Public Schools 17, 23 and 53. His mother, Mrs. Audrey Male, and sister, Cheryl, now live at 48 Wabash Ave., Kenmore. His brother, Jay, lives at 1869 Bailey.

Colin is near the top of the announcing profession, but he appreciates it all the more because the ascent has been steep.

He has been a private detective (with Marty Moscato in Buffalo), a junior reporter on a metropolitan newspaper and a Naval flier.

* * *

HIS BROADCASTING career started at WBTA, Batavia, and proceeded to WEBR, where he combined announcing in Buffalo with attending the University of Rochester.

Male entered TV in 1949 with WICU, Erie, Pa., as salesman-announcer-emcee. He was appointed program manager of WTVN, Columbus, O., in September 1949 and put that station on the air with an initial payroll of eight persons. Next stop for Colin was WKBW as news editor and TV consultant.

He moved to Cincinnati and WCPO-TV in April 1952. Colin's wife, Joanne, is a blonde concert soprano. They have a 6-year-old son, Geoffrey, and 4-year-old daughter, Cynthia.

COLIN MALE DOTTY MACK BOB BRAUN

FEATURE MOVIE TONIGHT!

STRAUSS PLAYHOUSE

★ PAUL HENREID
★ JOAN BENNETT
in
"THE SCAR"

Sat. 11:20 P. M. - Channel 4

GAY AS AN EASTER BONNET!

FRANZ LEHAR'S "MERRY WIDOW"

WITH AN ALL-STAR CAST!

Starring
ANNE JEFFREYS
EDWARD EVERETT HORTON
JOHN CONTE

GALA 90-MINUTE MUSICAL!

Brought to you by your OLDSMOBILE DEALER

BLACK & WHITE & COLOR, TOO!

Sat., April 9
WGR-TV
Channel 2
9:00—10:30 P. M.

Previews of Sunday's Programs

TELEVISION

12:30—Easter in New York, Fifth Ave.'s famed Easter Parade, WGR-TV.

1:00—Teleparade of Stars for Easter Seals, with Jack Benny, Ruth Hussey, Liberace, Van Johnson and Danny Thomas, WBEN-TV.

1:00—Demonstration of special fire equipment by Buffalo Fire Department Supt. of Apparatus Roy B. Farrell, WGR-TV.

3:30—Terry Moore stars in "Scandal at Peppernut," comedy-drama, WBEN-TV.

6:30—You Are There as "P. T. Barnum Presents Jenny Lind," WBEN-TV.

8:00—English vocalist David Whitfield, Rosemary Clooney, the Notre Dame Glee Club and the Ballet Theater highlight Toast of the Town, WBEN-TV.

8:00—Gordon MacRae, Nina Foch, Jack Carter, Agnes Moorehead, Lucille Norman, Luba Malina and Reginald Denny star in Jerome Kern's "Roberta," WBEN-TV.

9:00—Fred Waring and his Pennsylvanians sing "Song of Easter," WBEN-TV.

10:00—"Five in Judgment" dramatizes a lynching threat on Appointment With Adventure, WBEN-TV.

9:00—TV Playhouse presents "Beloved Stranger," Sumner Locke Elliott's unusual tale of three loves, WGR-TV.

RADIO

8:00 A. M.—Mary Pickford reads a "Salutation to the Dawn" as part of the Easter Sunrise Services from Hollywood Bowl, WBEN.

11:00—Emelino Rico's Neapolitan Serenade presents a taped rebroadcast of an address by Mario Scelba, prime minister of Italy, WWOL.

2:30 P. M.—Dimitri Mitropoulos conducts the New York Philharmonic-Symphony in the first American broadcast of Gustav Mahler's Symphony No. 6 in A minor, WBEN.

3:00—Week-end spotlights Hugh Roy Cullen, Texas oil multi-millionaire, and John Lardner's "fearless predictions on baseball," WGR.

5:30—The Greatest Story Ever Told." "The Crucifixion," WKBW.

7:00—Jack Benny and his gang parade their Easter finery, WBEN.

7:00—Biography in Sound presents "They Knew President Franklin D. Roosevelt," with Eleanor Roosevelt, Henry Wallace, Sam Rosenman, Robert E. Sherwood and James A. Farley, who will tell why and how he split with FDR, WGR.

7:00—The Triumphant Hour, with more than 300 cinema celebrities and the Roger Wagner Chorale, WEBR.

9:00—Columnist Danton Walker and stage favorites Eddie Bracken and Carol Channing visit Rudy Vallee, WBEN.

10:05—Gov. G. Mennen Williams discusses the recent close elections in his state on Face the Nation, WBEN.

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VIC'S APPLIANCES
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Get a Westinghouse Air Conditioner
• Buy Now, Save Money on Early-Bird Specials
• Expert Installation
• Many Months to Pay
BIG LITTLE STORE
"SAVIN' YOU MONEY"
1145 SENECA ST. WO. 1712

'Parents and Children' Topic of Canisius '55

CANISIUS '55 will devote its program tomorrow afternoon at 2:30 on WBEN-TV to "Parents and Children." The Rev. Joseph Cantillon, S. J., will moderate the discussion, which will emphasize the joy parents find in their children and the joy that children receive from their fathers and mothers.

RENT
A Brand New PIANO for as little as $5 a month
88 Note for as little as $7.50
Rentals, up to 6 months, plus small cartage charge, credited in full if you purchase.
DENTON COTTIER AND DANIELS INC.
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After the Concert is over . . .
Let the thrill of supreme artistry be more than a memory. You can recapture the perfection of "in person" music in your home with . . .
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AGAIN IN '55
WXRA
Brings You
PLAY BY PLAY NEW YORK YANKEES
BASEBALL BY MEL ALLEN
DIRECT FROM AMERICAN LEAGUE STADIUMS
WXRA 1080 ON THE DIAL
OPENING GAME
TUESDAY, 1:55 P. M.
N. Y. Yankees vs. Washington
Sponsored by
ATLANTIC REFINING CO.
P. BALLANTINE & SONS

Murrow, the Legend, Gives News Fearless of Criticism

By MARGARET McMANUS
Buffalo Evening News Bureau

NEW YORK, April 9.—It is a medium - sized plainly - furnished office, as Madison Ave. offices go, with gold letters on the door reading, "Edward R. Murrow."

The man of that name, now 47, born Egbert Roscoe Murrow in Greensboro, N. C., would seem well on the way to becoming a legendary figure. Like all legends, no one is certain how or when it began.

In the CBS news room, the boys refer to Murrow as the third major network. Even sponsors, who pay the bill, regard him with the same awe and healthy respect. Mr. Murrow is aware of this.

* * *

HE DOES NOT DENY it, nor belittle it. Rather, he said he finds it a "trifle frightening"—but only a trifle. For, as a matter of fact, Murrow said he does not consider himself a controversial subject.

"I try to do an honest job of reporting the news," he said. "Certainly I do not hesitate to tackle a subject because I might bring criticism crashing down on me."

He was interrupted by a phone call and he said, in the deep-toned, so-familiar voice: "Hello friendless."

This could only be his co-worker, Fred Friendly, the man with whom Murrow writes his Tuesday night television show, See It Now, seen on WBEN-TV at 10:30.

* * *

IN ADDITION to See It Now, Murrow does a daily 15-minute radio news show at 7:45 on WBEN and his Friday night Person to Person, on WBEN-TV at 10:30.

The name of the 6-foot, 175-pound, brown-eyed Murrow seems to unlock doors, untie tongues, and melt barriers.

It has become a mark of distinction to appear on a Murrow show. Murrow himself claims not to know why this is so. It must be put down to part of the legend.

* * *

CERTAINLY HE HAS the face to carry the burden of a legend—the wrinkled brow, the slanting eyebrows, the searching eyes. He has the voice for it, the perfectly-chosen word, the dramatic pause, and he has the manner, authoritative, fearless, just a shade omniscient.

As to whether he prefers See It Now, or Person to Person, Murrow just smiled and said: "I like radio."

Little **SUSAN BROWN** of Phoenix, Ariz., pays a backstage visit to television comedian **PINKY LEE.** Facing a serious heart operation, Susan asked her parents to see if they could arrange for her to visit the Pinky Lee Show, seen week days at 5 on WGR-TV. Not only did she see her favorite TV performer in the flesh, but he gave the little girl a great big hug.

TONIGHT'S RADIO

Stations Frequently Change Programs Without Notice. Color TV Programs indicated by ©

	WBEN 930 CBS*	WEBR 970 MBS*	WKBW 1520 ABC*	WGR 550 NBC*	WBNY 1400
3:00 3:15 3:30 3:45	Merry-Go-Round, music time,	Hi-Teen Show Hi-Teen Show	The Larry Brownell Show	Masters Golf* Road Show, news, traffic	News Musical Revue program
4:00 4:15 4:30 4:45	news, weather, interviews with	Hi-Teen Show Around the Town	The Larry Brownell Show	reports* Masters Golf* The Road	Musical Revue News Musical
5:00 5:15 5:30 5:45	Bruce Bradley Bu'ness; Dance Orchestra*	Around the Town Armed Forces Mail Call	Musical prog. Danny Kaye Marine Band Dinah Shore	Show* Masters Golf* Road Show*	Revue program News G. Korzelius
6:00 6:15 6:30 6:45	News, weather Sports, C'ham Symphony Music	News; Star Spts., Bailey* High Schools Port Report	News Sports Extra Italian-American prog.	News Sports, Mazer Thy Kingdom Come	Songs by Sinatra News Wings
7:00 7:15 7:30 7:45	News; Symphony Music Univ. of Bflo. Round Table	Here's to Vets On Potomac Record Review	News: Metro. Opera, "Orfeo ed Euridice,"	Treasury prg. Episcopal Hr. Stars from Paris*	of Song Dance Date
8:00 8:15 8:30 8:45	Gunsmoke drama* Gene Autry Show*	Men Behind the Melody El Gaucho, S. Am. music	Rise Stevens, Hilde Gueden,	Conversation, C. Fadiman* Boston Symphony	News Eventide Echoes program
9:00 9:15 9:30 9:45	Two for the Money* Country Style*; News*, 9:55	All-Star Final Bison hockey playoffs	Laurel Hardy, Shakeh Vartenissian*	Concert Orchestra* Grand Ole Opry*	News Music with Otto
10:00 10:15 10:30 10:45	Capitol Cloakroom* Gangbusters, drama*	Bisons-Pittsburgh hockey playoffs	Metro. Opera, "Orfeo ed Euridice"*	Tex Williams* Town Hall Party*	News Mostly Music with Otto
11:00 11:15 11:30 11:45	News, weather Sports, Healy Dance Orchestra*	News, sports All-Star Final	The Night Lion Show	News Sports, Baker Glacy's Basement	Saturday Revue News Saturday
12:00 12:15 12:30 12:45	News; One Night Stand with Don Cunningham	All-Star Final to 2 A. M.	News; Little Jazz Polka Party 1 to 2:30	News; Glacy's Basement Jump for Joe to 2 A.M.	Night Revue to 2 A. M.

TONIGHT'S TELEVISION

	WBEN-tv 4 CBS*	WGR-tv 2 NBC*	WBUF 17 ABC-D
3:00 3:15 3:30 3:45	New York Yankees vs.	Zorro's Legion Film feature	
4:00 4:15 4:30 4:45	Brooklyn Dodgers baseball from 1:55*	Film feature Film feature	
5:00 5:15 5:30 5:45	Sky King, Western Beat the Clock*	Wrestling bouts Call Play Sports, Dill	
6:00 6:15 6:30 6:45	December Bride* News, wea. Spts., Healy	Disneyland, "Alice in Wonderland"*	
7:00 7:15 7:30 7:45	Meet Corliss Archer* U. B. Round Table	Stu Erwin Show* Horace Heidt*	The Rosary The Compass*
8:00 8:15 8:30 8:45	Jackie Gleason, Art Carney*	Mickey Rooney* So This Is Hollywood*	The Dotty Mack Show*
9:00 9:15 9:30 9:45	Two for the Money* My Favorite Husband*	© "Merry Widow," Anne Jeffreys,	Ozark Jubilee, hillbilly show*
10:00 10:15 10:30 10:45	Professional Father* All In Fun, variety*	Brian Sullivan* Your Hit Parade*	
11:00 11:15 11:30 11:45	News: wea. Spt., R'berg Play, 11:25, "The	News, wea. Sports, Dill The Lone Wolf	
12:00 12:15 12:30 12:45	Scar," Paul Henreid, Joan Bennett	Sleepwalker's Mat., "The Tall Lie"	

EASTER DAYTIME RADIO

	WBEN 930 CBS*	WEBR 970 MBS*	WKBW 1520 ABC*	WGR 550 NBC*	WBNY 1400
7:00 7:15 7:30 7:45	WBEN Signs on at 8 A. M	Voice Faith Sacred Heart 1st Baptist Chr. Science	Sunday Musicale	Radio City service* Arlington service*	WBNY Signs on at 8 A. M.
8:00 8:15 8:30 8:45	Hollywood Bowl Easter Service*	News Calendar Rev. Francis Crowley	News Dr. Bob Jones Old-Fashioned	Sunrise service* Gr. Canyon* Anoth. Ch'nce	Wake Up News Songs for You
9:00 9:15 9:30 9:45	News, weather Choir Loft Power Biggs, organ; news*	News; Church Hymns Rev. Ralph Lowe	Revival Hour News; King's Morning Hr.	World News* Com'ty Chest St. Fran. Hr. Dr. N. Peale*	News Morning Musical Musicale
10:00 10:15 10:30 10:45	Church of the Air* Symphonic Music	News; Church Calendar program Hymns	News; Messa'e of Israel* News Easter	National Radio Pulpit* Headlines Easter	News Musical Gems Easter
11:00 11:15 11:30 11:45	Service from Trinity Episcopal Church	Uncle Bill's Children's Hour	service from the Churchill Tabernacle	service from Westminster Presbyterian Church	Parade Easter Parade News
12:00 12:15 12:30 12:45	News, weather Rev. Fraser Paul Weston's Orchestra	News Musicale Angelus Hour	Stan Jasinski's Polish-American pg.	Masters Golf* Eternal Light*	Mass from St. Joseph's
1:00 1:15 1:30 1:45	UB Music Rm. Easter Music News; The Choristers	Wayne King Show Sammy Kaye Show	Polish-American program Polish-American program	Record Review Univ. Chicago Rd. Table*	Cathedral News; the Sunday Show
2:00 2:15 2:30 2:45	The Symphonette* New York	News; Guest Orchestras The Happy Gang	Polish-American program Polish-American program	Symphony Hall Anthology program*	News Varieties Georgetown F'r'm
3:00 3:15 3:30 3:45	Philharmonic Symphony Orchestra*	News; Guy Lombardo Bing Sings	Radio Bible Class Hour of Decision*	Weekend* Masters Golf*	News Moments of Melody
4:00 4:15 4:30 4:45	News; On a Sunday Afternoon, music, news*	Music by Mantovani Nick Carter*	Lutheran Hour Light and Life Hour*	Weekend, news, features*	Fiesta Time News Serenade
5:00 5:15 5:30 5:45	News; Sunday Afternoon* Voices Tom'w Sun. Serenade	Rin Tin Tin* Mr. District Attorney*	NACP prog.; news, 5:25 Greatest Story*	Masters Golf Tournament*	Father Justin's Rosary Hour

EASTER DAYTIME TV

	WBEN-tv 4 CBS*	WGR-tv 2 NBC*	WBUF 17 ABC-D
7:45	Color		
8:00 8:15 8:30 8:45	Test Color Test One Can Do		
9:00 9:15 9:30 9:45	Fordham Mass* Amer. Goes to Church	Bar 2 Ranch, "Sundown Lodge"	
10:00 10:15 10:30 10:45	"The Resurrection" Uncle Jerry Club	Church Inv. Rumpus Rm. The Christophers	
11:00 11:15 11:30 11:45	Worship, First Presbyterian Church	Gospel Hadassah Riders Purple Sage	
12:00 12:15 12:15 12:45	News, wea. Wash. Beat Contest, child. acts	Capt. Hartz* Film NYC Easter Parade*	
1:00 1:15 1:30 1:45	Stars Tele-parade Film feature	Police program 'H'ymoon in Mex."*	
2:00 2:15 2:30 2:45	Adventure, science* Canisius '55 "Parents"	Rickenbac'r Old Movies The Vise, Suspense*	
3:00 3:15 3:30 3:45	Super Circus* "Scandal at Pepper-	Studio 57 Big Town, drama*	
4:00 4:15 4:30 4:45	nut," Terry Moore* The Lone Ranger	Roy Rogers Show* Zoo Parade, M. P'kins*	
5:00 5:15 5:15 5:45	Omnibus, "Uncle Tom's Cabin."	Hall of Fame* Capt. Gallant*	

SUNDAY EVENING RADIO

	WBEN 930 CBS*	WEBR 970 MBS*	WKBW 1520 ABC*	WGR 550 NBC*	WBNY 1400
6:00 6:15 6:30 6:45	News, weather Spts., Rifenb'g Sunday Playhouse	Public Prosecutor* R. Considine* Scoreboard	Headlines Sports Extra Wings of Healing*	News Sports, Dill Youth Wants to Know*	Songs by Crosby News D. Pearson
7:00 7:15 7:30 7:45	Jack Benny Show* Amos 'n' Andy, comedy*	The Triumphant Hour*	Voice of Prophecy* News; Oral Roberts	Franklin D. Roosevelt Tribute*; Travel*, 7:55	Mel'y Lane Guest Star Show Tunes
8:00 8:15 8:30 8:45	Our Miss Brooks* My Little Margie*	The Portfolio, concert music	The World Tomorrow* Youth Christ Americana	Dr. Sixgun* The Abbotts, mystery*	News Eventide Echoes program
9:00 9:15 9:30 9:45	Rudy Vallee Show, Eddie Bracken*	German Jamboree Fulton Lewis* To be announ.	W. Winchell* Israel Vistas Revival Time*	Sherlock Holmes* Easy Money*	News Reserved Proudly We Hail
10:00 10:15 10:30 10:45	Music; Face the Nation* Guest Stars UN Report*	To be announced To be announced	Back Home Hour from Churchill Tabernacle	F'ber McGee* Gildersleeve* The Catholic Hour*	News Handel's "The Messiah"
11:00 11:15 11:30 11:45	News, weather Sports, Healy Pope Plus message*	News; sports Continental Sunday Nocturnes	Hour of Crucified Songs in the Night	News, sports Music Room with Bob Glacy	'The Messiah" News Lullaby
12:00 12:15 12:30 12:45	News*	Dance music until 2 A. M.	News; Elder Beck until 1:30 A. M.	News; Jazz Inc. Jazz Inc.; News at 1	

SUNDAY EVENING TV

	WBEN-tv 4 CBS*	WGR-tv 2 NBC*	WBUF 17 ABC-D
6:00 6:15 6:30 6:45	Indian dancers* You Are There*	Florian Zabach Liberace, pianist*	
7:00 7:15 7:30 7:45	Lassie, Tom Rettig* Pvt. Sec'y, A. Soth'n*	People Are Funny* Mr. Peepers*	The Rosary The Ruggles
8:00 8:15 8:30 8:45	Sullivan's Toast of Town, Jas. Cagney*	Comedy Hour, Jerome Kern's "Roberta"*	Key to the Ages* To be announced
9:00 9:15 9:30 9:45	Fred Waring* Stage 7, drama*	TV Playhouse, "Beloved "Strang'r"*	W. W'chell* The Day Before Easter
10:00 10:15 10:30 10:45	Adventure App'tment What's My Line?*	Loretta Young* Robert Cummings*	Break the Bank*
11:00 11:15 11:30 11:45	News; Wea. Spts., R'b'rg Theater, "Eternal-	News, wea. Sports, Dill Golgotha, Easter	
12:00 12:15 12:30 12:45	ly Yours," Loretta Young, David Niven	movie feature	

DAYTIME, RADIO—MONDAY THROUGH FRIDAY

WBEN, Farm, 5:30; News, 6, Buehlman, 6:10; WKBW, 4; WEBR, 5:30; WGR, 5:50; WBEN-T, Color Test, 6-7 A. M.

	WBEN 930 CBS*	WEBR 970 MBS*	WKBW 1520 ABC*	WGR 550 NBC*	WBNY 1400
7:00 7:15 7:30 7:45	News, weather Clint Buehlman's Musical Clock	News; Tap Taplin Tap Taplin	News; Clock Watcher Musical Clock Watcher	News Musical Clock, J. Lascelles; News, 7:50	Early Bird News The Early
8:00 8:15 8:30 8:45	News, weather Clint Buehlman's Musical Clock	News; Tap Taplin Tap Taplin	M. Agronsky* News; The Clock Watcher	The Musical Clock; News, 8:50	Bird News The Early Bird
9:00 9:15 9:30 9:45	News, weather Breakfast at Sheraton, John Corbett, m. c.	News; Jack Eno's Musical Food Basket	The Breakfast Club, Don McNeill*	Musical Clock The Keatons; News, 9:50	News West. songs Music for You
10:00 10:15 10:30 10:45	Arthur Godfrey Time, Frank Parker, M'rion	News; Eno Tello-Test News*; J. Eno Amanda	True Story; Whispering Sts.* Girl Marries*	Back to the Bible Dr.'s Wife* Break Bank*	News Melody for Milady
11:00 11:15 11:30 11:45	Marlowe, Jan-nette Davis* Make Up Mind* 2d Husband*	Florida Calls; News*, 11:25 Queen for a Day*	Companion* New ABC* Man About the House	Strike It Rich* Phrase Pays* 2d Chance*	News Musical Varieties Keyboard
12:00 12:15 12:30 12:45	News, weather Statler Luncheon Club, Mike Mearian	News Noonday Revue; Capital, 1:55	Man About the House News Kitchen Party	News The John Lascelles' 550 Show	News Musical Merry-Go-Round
1:00 1:15 1:30 1:45	Road of Life* Ma Perkins* Dr. Malone* Guiding Light*	Listen While You Lunch	P. Harvey* 1-Ted Malone* Larry Brownell	News; The John Lascelles' 550 Show	News Your Favorite program
2:00 2:15 2:30 2:45	Mrs. Burton* Perry Mason* Nora Drake* Brighter Day*	Bob Wells' 970 Show	The Larry Brownell Show	F'd; Dr. Peale H. Neville Melody Tune Marriage*	News Album of Song
3:00 3:15 3:30 3:45	Hilltop House* House Party, A. Linkletter* Warren, news*	News; Bob Wells' 970 Show	The Larry Brownell Show	News; Wom'n in Love* Pep Youn* Happiness*	News Musical Revue program
4:00 4:15 4:30 4:45	Rosemary* Helen Trent* Our Gal* Sally Work,	Bob Wells' Show News; Bob Wells' Show	News; Polka Beehive Polka Beehive	B'stage Wife* Stella Dallas* Wid'r Brown* Woman*	Musical Revue News Musical
5:00 5:15 5:30 5:45	women's prog. Car and Kitchen; Perry Como, 5:50	The Sandler Style; News*, 5:55	Easy Does It News; Easy Does It	Plain Bill* Lor. Jones* Bob Glacy Show	Revue program News G. Korzelius

TELEVISION

	WBEN-tv 4 CBS*	WGR-tv 2 NBC*	WBUF 17 ABC-D
7:00 7:15 7:30 7:45	The Morning Show, Jack Paar, m. c., variety*	Today, Dave Garroway, news, wea., guests*	Area FM Stations — WBEN-FM 106.5 • WBNY-FM 92.9 • WHLD-FM 98.5 • WXRC 103.3 • WWOL-FM 104.1
8:00 8:15 8:30 8:45	Morn. Show, Jack Paar, variety*; News, 8:55	Today, Dave Garroway, news, wea., guests*	
9:00 9:15 9:30 9:45	Your Figure Learn-Live Plain, Fancy Cooking	Rumpus Room Cookin' Cues	
10:00 10:15 10:30 10:45	Garry Moore* 2-Arthur Godfrey*	Ding Dong School* Way W'ld* S. Graham*	
11:00 11:15 11:30 11:45	Arthur Godfrey* 3-Strike It Rich*	Home, Arlene Francis, guests*	
12:00 12:15 12:30 12:45	News, wea. L. of Life* Search* Guid. Light*	Tennessee Ernie* Feather Your Nest*	
1:00 1:15 1:30 1:45	Matinee Playhouse, film show Johnny	5-The Visitor Two for Lunch	
2:00 2:15 2:30 2:45	Robert Q. Lewis* Meet the Millers	6-Mid-day Matinee film program-7	
3:00 3:15 3:30 3:45	4-The Big Payoff* Bob Crosby Show*	Ted Mack's Matinee Great Gift* Miss Marl'e*	
4:00 4:15 4:30 4:45	Bright Day* S'ret Storm* On Your Account*	Haw. Falls* First Love* Mr. Sw'ney* Romances*	
5:00 5:15 5:30 5:45	Fun to L'rn Children's Theater S'rush Trail	Pinky Lee, child prg.* Howdy Doody*	

Programs are the same Monday through Friday except where noted with Black figures.

1—WKBW, Tues. & Thurs., 1:15 P. M., Matinee.
2—WBEN-TV, Fri., 10 to 11:30 A. M., Garry Moore; 3—Thurs., 11:30 A. M., You and Your Family.
4—WBEN-TV, Tues. & Thurs., 3 P. M., Art Linkletter's House Party.
5—WGR-TV, 1 P. M., Tues. & Thurs., The Norths.; Wed., Boss Lady; Fri., Playhouse.
6—WGR-TV, 2 P. M., Thurs. & Fri., About Baby.
7—WGR-TV, Wed., 2:30 P. M., Dollar Derby; Friday, Tune-O.

BULLETIN

5-7-57 Press

MURROW AND MUNI HONORED

NATHANIEL L. GOLDSTEIN (left) congratulates commentator Edward R. Murrow and actor Paul Muni (right) in New York after presenting them with the second annual Albert Einstein commemorative awards. Murrow received the humanities award and Muni was named for the arts award. Goldstein is chairman of the board of the Albert Einstein College of Medicine, Yeshiva University.

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Elected

The Sunday Bulletin

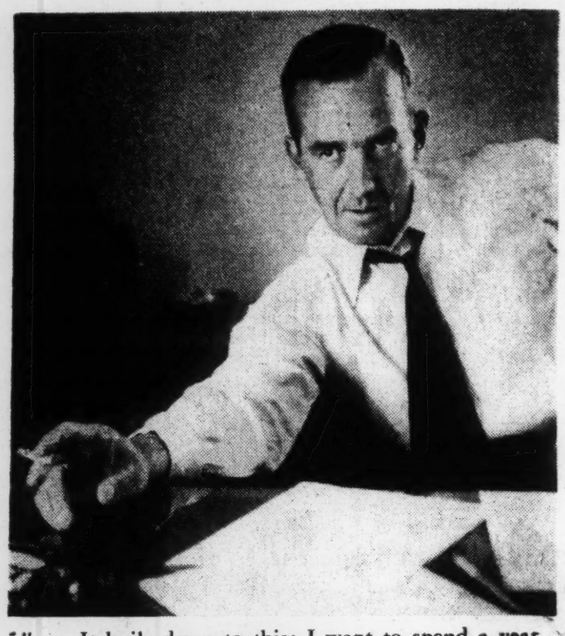
TV · Amusements

5

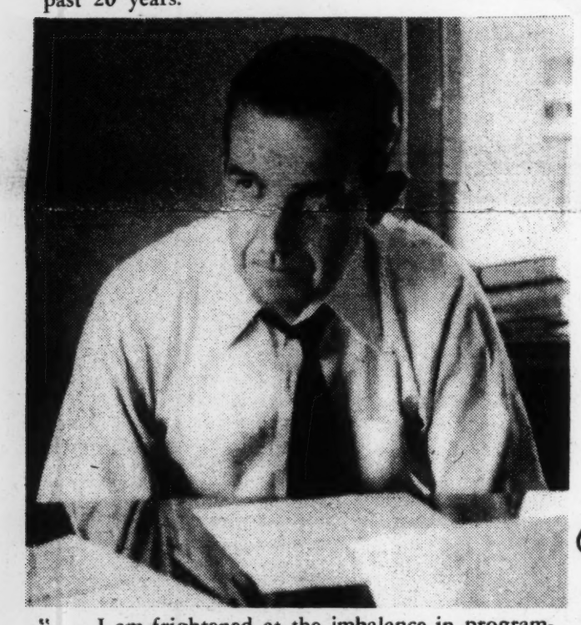
TV PROGRAMS
THEATER
MOVIES
MUSIC
RADIO

PHILADELPHIA, PA., JUNE 21, 1959 TB

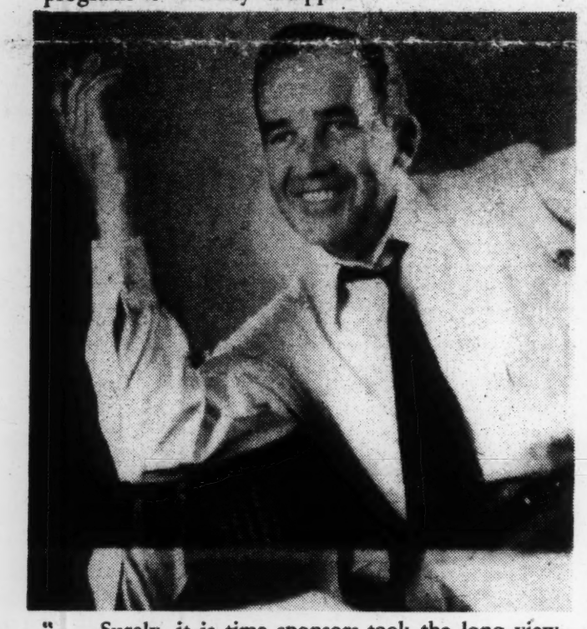
Murrow Tells Why He Is Taking a Year Off



". . . It boils down to this: I want to spend a year receiving, not transmitting, as I have done for the past 20 years."



". . . I am frightened at the imbalance in programming . . . Television isn't doing much to arouse the curiosity of viewers. The source of public service programs is virtually untapped."



". . . Surely, it is time sponsors took the long view and paid less attention to the ratings. Such programming, if properly done, will create good will . . . and purchasing power for the future."

By BOB WILLIAMS

WHY DID Edward R. Murrow decide to take a year's leave of absence from his regular television and radio duties at this particular time?

Was the reason, as Murrow has insisted, simply that he wanted a breather to travel and contemplate, or is a tiff with CBS over cancellation of See It Now, as persistently rumored, at the root of his decision?

This was among the many questions that seemed pertinent as the writer sat down to chat with Ed in his New York office last week, while the commentator-showman was cleaning up odds and ends prior to the start of his leave on July 1.

In shirtsleeves, with his tie loosened, the man who has given television what little backbone it has in matters of controversy, talked freely about his decision and the state of TV in general.

• • •

AT THE OUTSET, Murrow paraphrased what he already has stated emphatically:

"This is not a case of going off sulking. Actually, my son's completion of grammar school this year had the most to do with the timing.

"Casey (Charles Casey Murrow) is 13, and before he goes to high school I thought it would be the right time to show him that not every one in the world goes around in chromium plated autos or lives in air-conditioned houses.

"I'm putting him in schools in India and Switzerland, then I've arranged for him to work in a kibbutz in Israel for a month. And I mean work. I want to expose him to the frontier existence he can't get in this country anymore."

A kibbutz is a community settlement where a group of families live together and share the duties, particularly farming.

• • •

WHILE CASEY is in school, Murrow and his wife, Janet, will be traveling around the world, but with no set itinerary.

"Naturally, I'd like to get permission to visit Red China, but I'm not counting on it. I will definitely spend six weeks or two months in India, however. I feel that what happens in India will determine what happens in Asia and the Middle East, and I want to learn more about that country.

(1) "It boils down to this: I want to spend a year receiving, not transmitting, as I have done for the past 20 years.

"I may go mad after two months, but we'll see. If nothing else, I'll get to see the first acts of some plays. I don't think I've gotten to a theater in time for a first act in ten years," Ed laughed.

• • •

MURROW will not be off television entirely during his leave. He will continue to moderate some of his Small World programs, presiding from whatever country he happens to be in when a noted citizen of that nation is one of the participants.

Also, he and co-producer Fred W. Friendly are putting the finishing touches to an hour-long See It Now-type program on guided missiles, which CBS will air in the Fall.

"This will be an 'autobiography of a missile'—how it is conceived and assembled. Foreigners say that the real genius of America is its ability to develop things piecemeal and put them together.

"The actual firing of a missile will be the least important thing about the show. After all, everybody has seen pictures of a missile going up."

Before Murrow sets off on his journeys, he plans to spend a month "unwinding" at his Dutchess County, N. Y., farm. Then he'll head for Washington State to visit his mother.

• • •

THE CONVERSATION drifted to the speech Murrow made in Chicago last year, in which he sharply criticised the networks for not programming public service shows in prime evening hours on a regular schedule. His address drew criticism from the rating-conscious industry—and also blood. CBS and NBC recently announced they would schedule such programs at regular intervals, beginning next season.

"That speech has been widely misinterpreted," Ed said. "I believe that our system of commercial television is the best ever devised. I have no objection to the bread-and-butter programs—I think good westerns are the best entertainment you can watch.

(2) **"But I am frightened at the imbalance in programming. Beyond the obvious, television isn't doing much to arouse the curiosity of viewers. The source of public service programs is virtually untapped.**

(3) "There is nothing on television to remind us of what Carl Sandburg calls 'our rootholes.' You can't learn about them by watching a guy with a six-gun on a horse. In time of crisis, nations traditionally draw upon their folklore for sustenance — even Russia in World War II fell back on conquests of Peter the Great for inspiration.

• • •

(4) "TELEVISION is the instrument that can do this better than any other, but it must spend money and time to prepare such programs, and must have people who care to stage them. It won't do just to use old newsreel clips slapped together in a hurry. They can be made as interesting and fascinating even to teenagers as programs about mythical things, and it is the young people who need to be reached. Television is ignoring kids. (5)

"For example—and please make it plain I'm not planning such a series—a series could be done dramatizing the great court decisions which have vitally changed the course of our lives.

"As far as possible, these programs could be staged in the very courtrooms where the decisions were handed down. Most people forget how they were made, and dramatizing them would make excellent programs, I believe.

"What I'm trying to say is that television makes it possible for reporting this country to itself. Let's (6)

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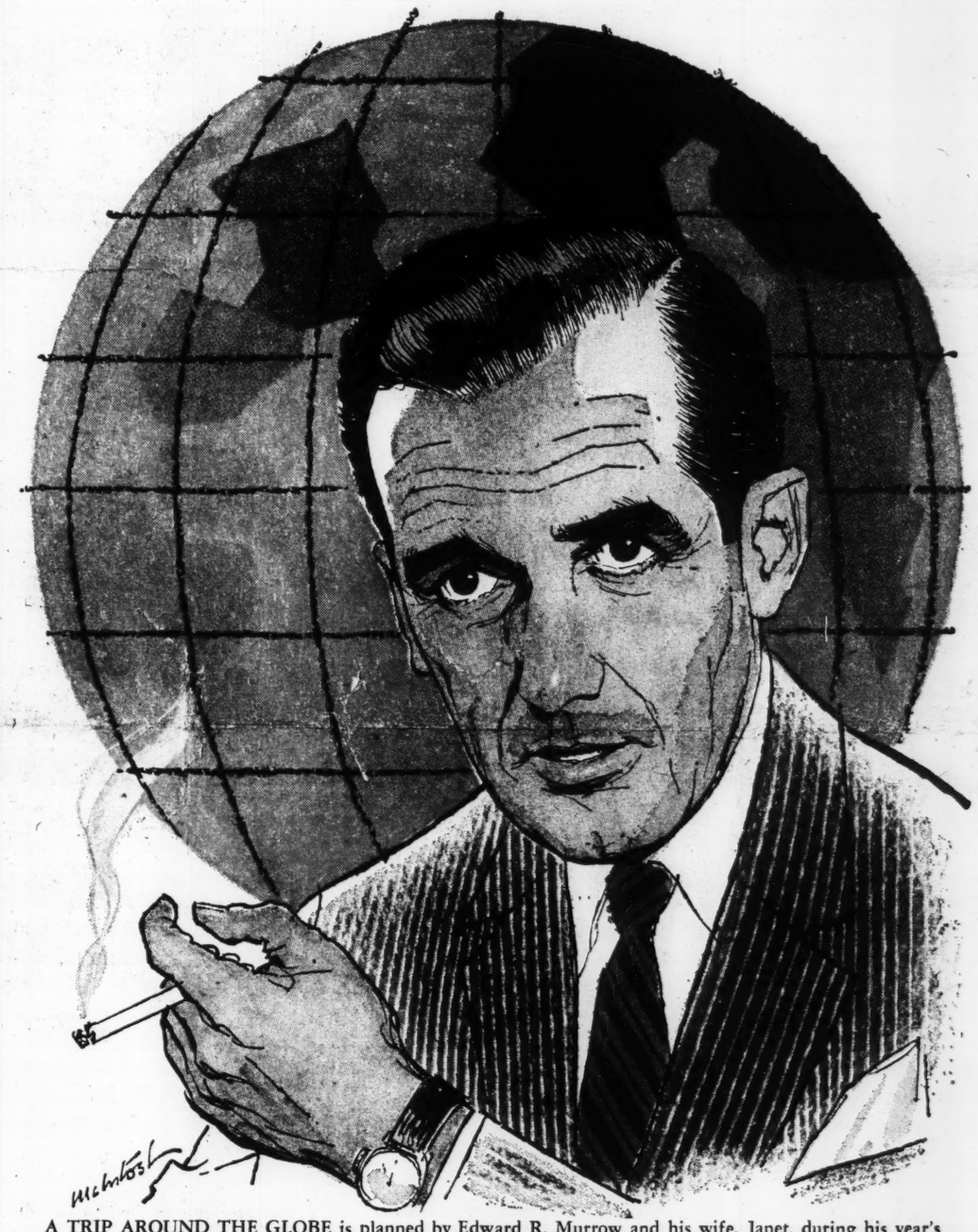

A TRIP AROUND THE GLOBE is planned by Edward R. Murrow and his wife, Janet, during his year's leave from CBS. Murrow's last Person to Person program will be televised this Friday night, 10.30 on Channel 10. In it he will visit actress Lee Remick and her producer-husband, William Colleran, and also Hugh Baillie, former president of the United Press.

Movies: 'The Horse Soldiers' Ride in Ahead of Civil War Centennial

THE GLORY ROAD: John Wayne (left) and William Holden, as U. S. cavalrymen, ride side by side in "The Horse Soldiers," opening this Friday at the Fox. The Civil War saga, directed by John Ford, is based on a true episode, the exploit of a battalion of Northern troops who rode deep into Confederate territory to break the supply line to Vicksburg. Constance Towers is featured as a Southern belle. The production, in which 1,200 men and 500 horses took part, was filmed on Civil War sites in Mississippi and Louisiana.

By ERNIE SCHIER

DIRECTOR John Ford, a student of cavalry tactics, has taken to heart the formula for success offered by a hard-riding hero of the Confederacy.

"I git thar fustest with the mostest men," said General Nathan Bradford Forrest. Thereby placing in history books, along with his proud record of running the Yankees dizzy, one of the memorable quotes of the Civil War.

Although the Civil War Centennial doesn't officially begin until January 1, 1961, Ford is 18 months ahead of schedule with "The Horse Soldiers."

The spectacle, opening Friday at the Fox, is the first of several Civil War movies slated to come from Hollywood in time for the Centennial. And in co-stars John Wayne and William Holden, two of the most popular and highest-paid performers in screen history, Ford may well have "the mostest."

• • •

"THE HORSE SOLDIERS" is an action-filled tale, filmed in wide-screen and DeLuxe color, of a raid deep into Confederate territory by a brigade of Union cavalry. The story is fictionalized, but it is based on an actual feat by Colonel Benjamin Grierson, who cut 600 miles into the South to strangle the supply line of the beseiged city of Vicksburg.

The daring plan was conceived by General Ulysses S. Grant and was credited by him with ending the war perhaps as much as a year earlier.

In "The Horse Soldiers," Ford is doing what comes naturally.

The holder of six Academy Awards, and one of the great screen directors, Ford is an expert on military maneuvers, particularly where the U. S. Cavalry is concerned.

For a time, when Ford was concentrating on Westerns, nearly every schoolboy was under the impression that only the Fifth Cavalry stood between the United States and its enemies. "Fort Apache," "She Wore a Yellow Ribbon" and "Wagon Master" were among Ford's cavalry epics.

"The Horse Soldiers" marks the reunion of actor Wayne and director Ford. Wayne is one of Ford's veteran campaigners. It was almost 20 years ago that Ford elevated the husky ex-football player from the University of Southern California to stardom in "Stage Coach." Wayne has re-enlisted with Ford many times since.

• • •

IN "The Horse Soldiers," Wayne is again the masculine, hard-driving leader of men, this time assigned by Gen. Grant to slice into the heart of the South to destroy railroads and supply depots. Holden plays an Army doctor who goes along on the hard ride to tend the wounded.

The conflict in the film is based on the difference in outlook between the two men, the duty-minded soldier and the humanitarian.

For romantic interest, Constance Towers makes her screen debut as a wily flower of the South who smokes out Wayne's strategy and has to be taken along on the campaign to protect the security of the mission.

• • •

"THE HORSE SOLDIERS" was filmed on location around Natchitoch-

Continued on Movies • Theater Page

Hermione Gingold A Cheerful Earful

By JOHN CROSBY

HERMIONE GINGOLD, the spicy and extraordinarily picturesque English lady, plans to be naturalized one day. Then she'll have a few strong criticisms to make about this country. But until then . . .

"People always ask me what I think of politics here—but I never answer. When I become naturalized I shall launch into a few things but until then I think it's bad policy to criticise the host's house, so to speak."

Did she consider she'd been Americanized? "Oh, yes," she trilled, dropping octaves here and there, like beads. "I feel as if I'd been born here. Of course, I don't speak the language well yet but nevertheless I love it."

Very chic, very relaxed in her rococo East Side Manhattan apartment, she made a few of the sort of observations you may hear her make—if you're lucky—on the Jack Paar show:

"I've just come from a ladies' charity luncheon—it was marvelous," she gurgled. "It was absolutely wonderful! They yelled at each other. One woman ran to the front of the room screaming: 'Get off the dais, Doris' at another.

"Nine hundred women! I can't understand why 900 women would want to sit down in a room together without men!"

Her dog wandered around, hitting things. "Poor Mr. Poodle," she cooed. "He's blind. He's 13 years old, poor thing. Yes, aren't you, Poodle?"

No reply.

• • •

"YOU KNOW, I was almost the first one to appear on television in England. They took us to a small, hot little room with a tiny box in it and we had to be very careful not to fall out of the picture.

"I emerged soaking with perspiration and saying: 'There's no future in it!' Shows what kind of prophet I am.

"Resident alien? It sounds like a lady in a cloak with a bomb under her arm. It was really something getting all my papers in order. They had to send to England for documents and they came back written on parchment.

"I hope to become a citizen but unless I start studying now with a veddy, veddy attractive tutor, I might never get to be a citizen. I remember being asked by the authorities if I had come over with the intention of overthrowing the government. I was so flattered that I almost said, 'No, but thanks for asking.'"

The sprightly lady who has written a book called "The World Is Square," which she does *not* intend to plug on Paar's show, rattled on:

"I'm going to start writing a play. I write in bed—I simply adore bed. I write in long

Continued on Page 5, Col. 6

Hermione Gingold

MARY PERRY will read to children from "McGuffey's Reader," on Camera 3 today at 11.30 A. M. over Channel 10. It's an experiment to see how today's children will react to the once-popular entertainment form—reading and story-telling.

Special Telecasts to Show Dedication Of Seaway by Queen and President

THE OFFICIAL opening of the St. Lawrence Seaway will get extensive television coverage this week, with all three networks set to offer special shows in connection with the significant event.

On Friday, from 10 A. M. to noon, CBS will offer a two-hour live and film broadcast of the formal dedication, with Queen Elizabeth and President Eisenhower participating in the ceremonies. It will be seen in Philadelphia on Channel 10.

That night NBC (Channel 3 here) will preempt the Ellery Queen show from 8 to 9 to present a special one-hour program which will include videotaped coverage of the opening and films showing the route of the waterway for ocean-going vessels. This stretches from the Gulf of St. Lawrence to the head of the Great Lakes, 2,200 miles inland.

This news special is the first of seven which NBC is preparing for telecast in peak viewing hours.

ABC (Channel 6 in Philadelphia) will get into the picture on Saturday when it airs the second major ceremony in connection with the opening.

From 11 to 11.30 A. M. it will carry the unveiling of the International Friendship plaque in the enter of the Mose-Saunders International Dam near Massena, N. Y., by Queen Elizabeth and Vice President Nixon.

CBS returns to the subject next Sunday with a special edition of Behind The News With Howard K. Smith from 6 to 6.30 P. M. This will feature an analysis of the significance of the event and will show highlights of the previous day's ceremonies on videotape and film.

And, as a postscript, NBC will cover the visit to Chicago of Queen Elizabeth on Monday, July 6, from 1 to 1.30 P. M. This visit will be the Queen's only stop this side of the border in her tour of Canada.

FINAL Playhouse 90 of the season, Thursday at 9.30 over Channel 10, will offer "The Second Happiest Day," a drama of New York society. In this scene, Judith Anderson tells Tony Randall why he is the man for her daughter's hand. The program will continue through the summer with re-runs.

Views and Viewers

"KEEP A HOLD of a boy's hand and he ain't going to hurt nothin', 'cept maybe snakes."

That's the keynote for Father's Day, offered by the famed philosopher and father, Tennessee Ernie Ford. Ole Ernie was relaxing between rehearsals for his Thursday night NBC-TV show and talking serious-like about his two boys, Buck, 9, and Brian, 7.

"They're all boy, and I want to keep them that way," he commented. "That's why we're going to pull out of this town in a couple of years."

What's that? Leave Hollywood while he's riding the crest of popularity?

"Yes, we've bought us 15 acres up north, back of the Stanford campus," he said. "Come late 1960 or early 1961, we'll start building a house on the property. Then we'll move the whole family up there."

Ernie argued that with jet travel, he can reach Hollywood from San Francisco in less than an hour. The reason for the move, he said, was to give his two sons more of the kind of upbringing he had as a youngster.

"That's the important thing—to be with your kids. The boys and I do a lot of fishing together, and we go up to our ranch in northern California as much as we can."

Ernie admitted that it was hard to rear children by homely precepts in Hollywood. For instance, he was urged to send his boys to private school.

"They were going to pick the boys up every morning in a seven-passenger limousine—imagine that!" he exclaimed. "No siree. My kids are going to public schools, where they meet all kinds of kids from all kinds of backgrounds."

—BOB THOMAS (AP)

• • •

HOLLYWOOD, June 20 —(AP)—Next on TV: A half-hour program of nothing but commercials.

Think you can stand it?

Station KTTV, of Los Angeles, believes its viewers are going to enjoy it.

So, come July 11, the 6.30-7 P. M. slot on Saturday nights will be filled with the best spot commercials the station can assemble from the nation's advertising agencies.

The idea comes from Richard A. Moore, president of KTTV, who started thinking one evening when his daughter interrupted a conversation to watch a commercial. Says Moore:

"I do not believe the public objects to advertising, as such. I think it's time we prove this point.

"We'll put this program on for 13 weeks and I predict that the public, young and old, will find it highly pleasing. I predict that it will draw a bigger audience than many programs that carry little or no commercial content."

KTTV says it won't charge the advertisers a fee for showing its all-commercial program.

Murrow Tells Why He's Taking Year Off

Continued From First Page

Continuation Off (6)

forget about TV as a means of communication. Let's consider it as a medium of transportation that can take you into our past, and to places in the headlines of today.

(7) "There is a vacuum at all three networks in this approach."

Murrow strongly believes that such programming, if produced with the proper showmanship, is economically sound for potential sponsors.

"Surely, it is time that sponsors took the long view and paid less attention to the ratings. Such programming, if properly done, will create good will and, what is more important to the sponsors, perhaps—purchasing power for the future."

• • •

THIS reference to sponsors focused attention on controversy, with which most sponsors dread to be associated.

Murrow has had some surprising experiences resulting from See It Now programs dealing with controversial matters.

"Fred and I took an awful beating when the word got around that we planned a program on the Israel-Egypt issue. The pressure was tremendous to get us to lay off. But, strangely, after the show was aired, we heard hardly a word of protest. All we did was report fairly.

"The same fuss was raised in advance of our show about cigarette smoking as a possible cause of lung cancer. We were reminded about the amount of advertising cigarette companies spend on TV. Yet, after the telecast, the comment we got from both sides was 'Fair Account.'"

• • •

WE ASKED Murrow which of his See It Now programs had given him the most satisfaction, and were surprised when he didn't name the one devoted to the record of the late Senator McCarthy, in 1954. Many observers feel it was Murrow's telecast that turned the tide of popularity against McCarthy.

"It depends on what you mean by satisfaction," Murrow said. "If you mean satisfaction where no controversy was involved, I would say the Marian Anderson tour of the Far East. If you mean it in connection with a controversial subject, I think our show on Lt. Radulovich accomplished the most."

Lt. Milo J. Radulovich was dismissed from the Air Force in September, 1953, as a security risk because his father and sister were associated with Communist causes, the Air Force said. He appealed and two months later was re-instated by the then Secretary of Air Talbott. Murrow feels that the See It Now program he did on Radulovich in the interim called attention to the injustice and helped precipitate Talbott's re-instatement order.

Why not the McCarthy show?

"It is true I had the instrument for reviewing McCarthy's record. I think that he hurt himself more in his 'equal time' rebuttal. But in the final analysis, it was his attacks on other senators—on 'the club'—that led to his censure."

• • •

MURROW said he is not sure whether the climate of the television industry today is such that he could air the McCarthy programs were the controversy boiling at present. He has no regrets for having done it, he said.

When Murrow goes on leave, the CBS network will replace his familiar 7.45 P. M. radio newscast with a comedy show featuring Bob and Ray. I asked Ed if he cared to comment on this.

He did not wish to.

Singing in the Desert

George Burns Is Doing That With Such Success That TV Is Wooing Him Again

By HAL HUMPHREY

LAS VEGAS—George Burns came to this desert watering hole so that he could wear Bermuda shorts without people staring at him, and sing his favorite songs until the gamblers go home.

"They wouldn't let me sing on TV any more. Vaudeville is dead, so I said to myself, 'How about a cafe?' — and here I am," says George, the happy minstrel.

He opened his show at the Sahara Hotel to tumultuous applause from such lovers of song as Spencer Tracy, Edward G. Robinson, Jack Benny, Edgar Bergen, Bob Cummings, Mary Livingstone and a girl who used to be known professionally as Gracie Allen.

Ironically, also sitting in the first-night audience was a collection of top-echelon TV executives headed by ABC's president, Oliver Treyz. After the show they talked about George's "great stage presence." One would have thought George was a newcomer with great possibilities.

• • •

GEORGE'S SHOW at the Sahara is a good one. The songs ("Tiger Girl" or "Syncopation Moves the Nation") and funny patter which he weaves into and around the acts abetting him made everyone glad to be present.

It is like watching a master craftsman at work — no waste motion, no pressing and no panic. If a line doesn't get a laugh he thinks it may have deserved, George never insults audience's intelligence with gags daring you to laugh.

Now they want George back on TV. ABC's Treyz had representatives of a cigar manufacturing firm in town. Negotiations are out to get George to do a half-hour weekly next season. At least George won't have to change his smoking habits for a cigar sponsor. But when I talked to him, George wasn't sure if he wanted to re-enter the weekly TV arena.

"I'm doing four weeks here at the Sahara. I can get another four in Miami and a couple in Washington. Then come back here again. And the important thing is that I can do what I want to do, what I enjoy," he explains.

• • •

AFTER being canceled out by Colgate this past season, I get the feeling that George isn't enthusiastic about running the rating gamut again on TV. It ws ABC's Rifleman show incidentally, which had a lot to do with torpedoing the NBC George Burns show. He bucked the popular western series in the Tuesday night time slot.

George's deal with Milton Berle to have the latter star in a comedy anthology series which George would produce seems to have fallen by the wayside.

"The shows would have cost $65,000 each, and the highest offer we got was $50,000. Milton and I weren't going to come up with an extra $15,000, so that's it. We haven't forgotten the series, but I guess everyone else has."

• • •

GEORGE has another financial problem at the moment. Gracie loves to play the slot machines here, but can't seem to convince George that she is winning.

"Gracie gets $20 from me and puts it all into the machine, but what pay-offs she gets she puts off on one side. The other night after the $20 disappeared, Gracie counted what had come out. It came to $8, so she tells me she is that much winners."

Still, George will have to admit this is cheap maintenance for his No. 1 fan. Watching Gracie in the audience at George's opening was an experience to warrant bringing out that overworked chestnut "heart warming." She hung on every word in his monologue and laughed and applauded as if she were seeing it all for the first time. How many guys have got wives like that?

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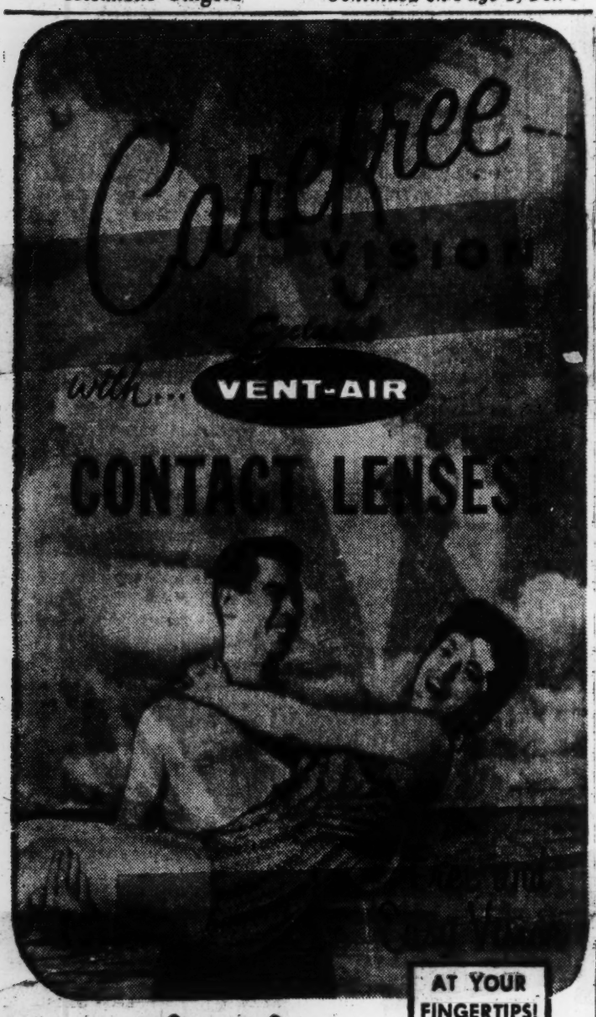

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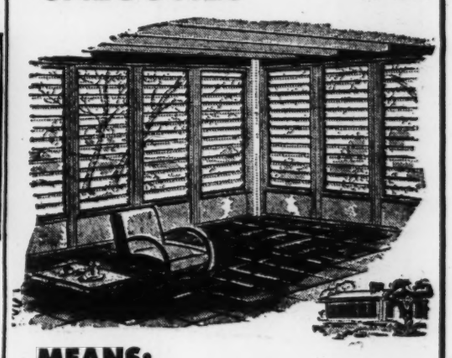

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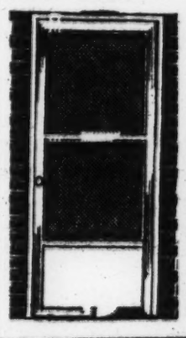

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Edward R. Murrow

A few days before he challenged the late Senator Joseph R. McCarthy of Wisconsin, Edward R. Murrow gave some thought to his personal affairs. He looked to his finances and put things in order, so to speak, as a man would do before passing on. Mr. Murrow fully expected that his sponsor would cancel its sponsorship, and the television network would ask for his resignation. He saw dire events awaiting him. But none of these transpired.

For the rest of America took a second look—a second look at the ridiculous picture of an America which had produced a Franklin, a Jefferson, an Emerson, and a Lincoln dragged around by the nose by Senator McCarthy, Roy Cohn and G. David Schein.

A day or two later, Carl Sandburg said to his good friend Ed Murrow, "You are the number one hero of my life." Ed Murrow replied seriously, "Not a bit of it, Carl. I'm no hero. I was thinking of the poor devils without trust funds and without a television audience who have lost their jobs and have been drummed out of their professions."

When I read the news of Ed Murrow's resignation from the United States Information Agency I was sad and glad at the same time. I was sad to realize that we were losing this great man. But glad to know that he will be recuperating somewhere and thus make the chances better that he'll be back.

Carl T. Rowan is a worthy successor. His work as a newspaper reporter, a writer and lecturer on social problems, and later as a diplomat have all been of the highest order of excellence.

Mr. Murrow brought to his agency a deep respect and understanding of its importance that had not existed before. Mr. Rowan is the right man to carry on.

The rest is up to the Congress. It has always puzzled me as it has puzzled all American lecturers in foreign lands, why we neglect "words" in this great conflict with the Communists.

I have never been impressed by the Communist victories in space. In a totalitarian state this is not difficult to understand. They have no parliaments or budget committees and they have no debate. But what has been difficult to understand is that they should be ahead of us in that area of the Cold War in which we should excel and which we had a head start by several centuries — the printed word, the world of ideas.

In a highly commercial world like the United States of America where advertising has become sacrosanct, where full-page ads tell us that the label on a can of food is all important, we fail to advertise our supreme product — America itself. When we spend billions of dollars shilling for soaps, detergents, and deodorants, it is a mystery why we are niggardly and cheap with our own country.

I discovered with deep chagrin that in some countries of the world the Russians send in five translated tracts in the language of that country to our one publication. In other places the Reds have four or five daily radio broadcasts in the language of the specific country to our one.

When we realize the relationship of advertising in our country and what it has done for our economy and the little we are doing to advertise America, it is unbelievable.

I hate to spend someone else's money but if it takes more taxes, I would certainly be willing to stand up in front of the line for Congress to give Carl T. Rowan of the USIA four times as much as they gave Ed Murrow last year and even that would not be enough.

John O'Hara's New Book

John O'Hara, who is certainly our most prolific writer has just published another book of short stories, 24 in all, called **The Hat on the Bed** (Random House; $5.95). Mr. O'Hara's dialigue is not always economical; sometimes in fact it seems to swallow his story; but it is always mesmerizing. He has an amazing expertise which sometimes he allows to degenerate into rhetoric but on other and more numerous occasions his expertise becomes significant fiction. He has found a certain fame because he writes about rich people and about sex which is what the majority of folks want to read about. But I think this popular assumption is exaggerated. O'Hara writes about American manners and he writes best not about rich people but about people who do not take their values for granted. As a matter of fact, his rich people don't really have values, they have only tenuous associations with what they suppose is the common history of all the rich; but O'Hara's pool players and reporters do have values and a point of view. His adultresses often have no reason, I mean that literally, no reason for their actions other than that they are selfish but his adulterers are questioning and confused, their adulteries the inevitable consequences of their rootlessness. O'Hara's narrators are usually not the heroes of the stories they tell, but that is because O'Hara is always writing about relationships and his method is as indirect and as subtle and as artless as Henry James.'

I do not know that his short stories or his novels will ever improve anyone but after reading O'Hara many of his readers will have a heightened idea of life's possibilities — its possibilities for good and evil and pointlessness.

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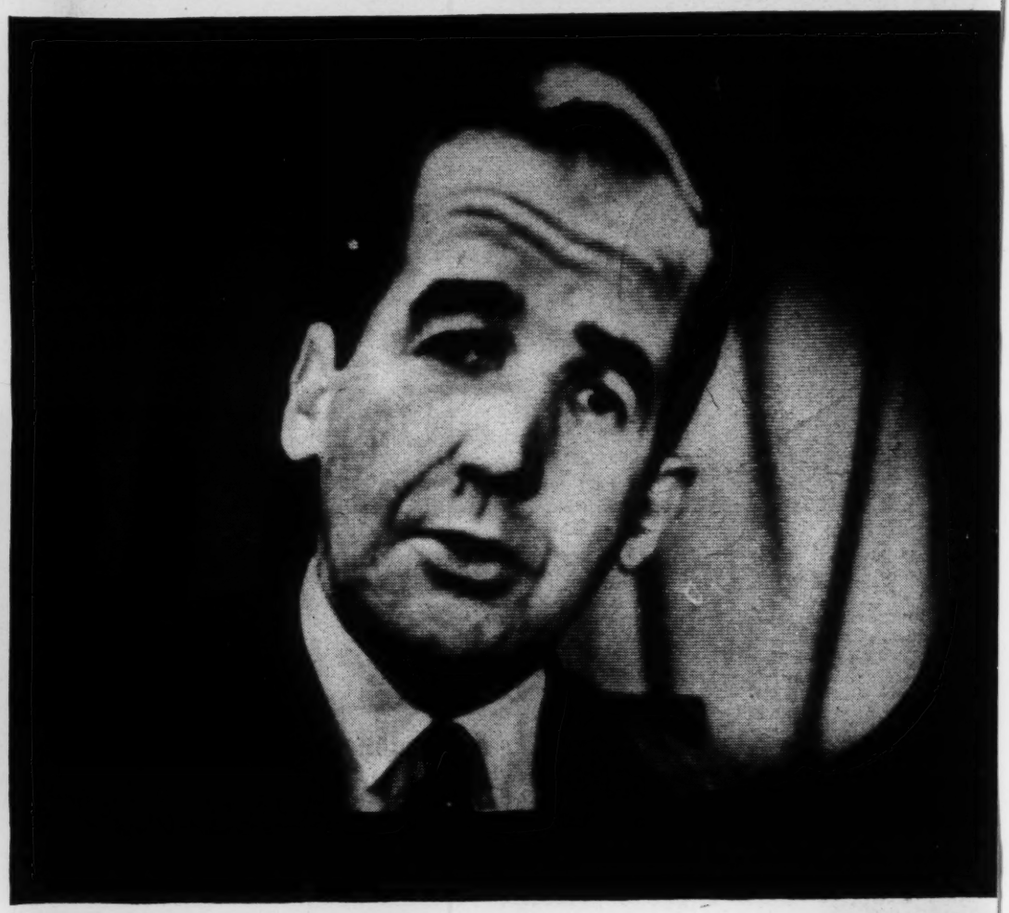
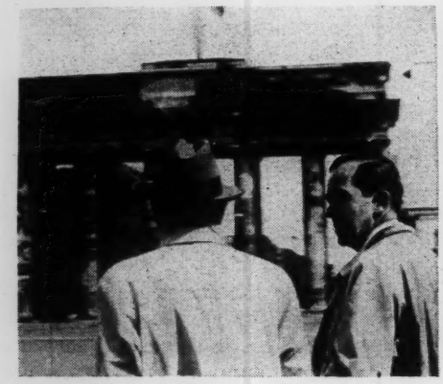
In Memoriam
John F. Kennedy
1917 - 1963

THE MEBANE COMPANY
MEBANE, N. C.

WORK in a coal mine—it's one of See It Now TV shows with Ed Murrow (right).



DISASTER in flood area in Iowa in 1952 is reported direct from the spot.



TENSIONS in Berlin are discussed with High Commissioner James Conant.

CONTROVERSIES between American Legion and Civil Liberties Union and . . .

. . . over ouster of Air Force Lt. Radulovich are aired. These ingredients are . . .

Wooing the Eggheads for Alcoa

The pictures above show a man selling a corporation to a televiewing audience that includes an unusually high percentage of the corporation's natural critics. Specifically, they show Edward R. Murrow winning friends for the Aluminum Co. of America with a program pitched squarely at the sort of person who likes an intellectual approach and a controversial subject.

When Arthur P. Hall, Alcoa's vice-president for public relations and advertising, was asked why his company picked Ed Murrow for this job, Hall replied: "First, because he's believable; second, because he's a personality."

Hall meant, (1) that the audience Alcoa wants to reach believes Murrow enough to watch him put on See It Now, and (2) Alcoa gets in Murrow something it has been seeking for five years: a way "to humanize itself," as Hall puts it.

• **The Murrow Touch**—See It Now is a half-hour show that goes out over the CBS network every Tuesday night. On

the show, Ed Murrow and his co-producer, Fred W. Friendly, try to read the whole face of America, principally by focusing on a variety of individuals. Recent shows have played on such touchy subjects as guilt by association and civil liberties, but over the period of a year the coverage is broad. Past shows have ranged from a documentary of how coal is mined to a stirring Christmas show from Korea.

On Dec. 29, See It Now will again give the U. S. an idea of how G.I.s in Korea spent Christmas. Like last year's show, it won't spoil anybody's holidays, but it will rip the insulation off many a conscience. That's an Ed Murrow trademark.

In the Korea show, Murrow's furrowed brow will appear on the screen to tell what the camera will pick up next: perhaps a mixed Negro and white group decorating their tank company's Christmas tree, or a platoon of British infantry, sporting berets on their heads, drinking their near-frozen beer ration and singing Hark the Herald Angels Sing. As always, Murrow will close in on the individual and let the scenery fend for itself.

At the end, Ed Murrow will come on once more, and possibly, as he has had to do several times in the past, will apologize to Alcoa for leaving out the commercial. But there will be few viewers who won't know that Alcoa sponsored the show.

• **Alcoa Examines Itself**—Alcoa pays CBS about $2-million a year for See It Now. That's nearly one-third its entire advertising and public relations budget, and a big outlay for a company with only minor lines of consumer products. But Alcoa has its reasons.

Five years ago, Alcoa had a feeling in its bones that a lot of people—including customers and the government—held grudges against it.

To test its theory, Alcoa's management, in 1949, sponsored a highly confidential and costly survey. When the results were compiled, they found the worst was true all right.

Customers liked the product. Service was O.K. Prices were generally right, too. But the customers didn't like Alcoa's attitude. They didn't really know anybody over at the Aluminum Co. The field men who called on them were, on the one hand, sure of themselves, and, on the other hand, lacked authority. Most of the customers didn't even know who the president of Alcoa was then, despite the fact that Roy A. Hunt had been since 1928.

As for the government—well, Alcoa had been tied up in a federal antitrust case since 1937: not exactly the best climate for friendly relations.

Some of these difficulties had to be licked inside Alcoa. For instance, publicity-shy Irving W. Wilson, who

became Alcoa's president in 1951, was encouraged to speak before a group of security analysts, and to go on See It Now to show Ed Murrow through Alcoa's new aluminum-clad headquarters in Pittsburgh (BW—Mar.29 '52,p72). Also, the company's attitude toward the press was liberalized. But the major difficulties involved the public and the attitude it had built up toward Alcoa through the years.

• **Giant's Spot**—Alcoa's problem was hardly unique. Unlike the proverbial fat man, whom everybody is supposed to love, the giant has an inherent popularity problem. Alcoa's brother giants, AT&T, General Motors, General Electric, du Pont, know this well.

Half a century ago, before the muckrakers started baiting the giants, or even 25 years ago, before the government shifted its antitrust offensive into high gear, most of the giants lived a life seemingly untouched by public opinion.

Today, the reverse is true. The giants parade on a runway under the constant scrutiny—or glare—of the government; they are watched carefully by a broadening corps of stockholders, the voting public, the consuming public, and the press. The big fellows know that the opinions of these vast publics make a great deal of difference to them —in court action, in legislation, and in sales.

• **PR Drive**—One result of this reversal has been the rise of the public relations expert. In fact, he has climbed so far that many big corporations now have public relations vice-presidents sitting in their innermost councils.

Arthur Hall became Alcoa's first vice-president for public relations and advertising in 1951, shortly after Roy Hunt moved up to the chairmanship and Wilson took over as president. By this time, Alcoa's management had thoroughly digested the 1949 survey, and the public relations program was tagged for expansion.

Hall decided that a large part of the new program would be a TV show. And he recognized that Alcoa's approach would have to be different from, say, GM's. Hall says: "We don't have an end-use product, so we didn't want to appeal to the masses. We wanted a show to capture the thought leaders." Murrow and See It Now seemed to fill the bill. Alcoa bought the package from CBS and started picking up the tab in December, 1951.

• **Free Hand for Murrow**—Murrow and Friendly decide what goes on See It Now, and very often Alcoa's top management doesn't know what will be on the program until they turn on their own TV sets. This was true a few weeks ago in the Air Force case. Murrow devoted the entire half-hour—skipping the middle commercial—to Lt. Milo Radulovich, the Air Force officer who was released from the service as a security risk because of the alleged Communist leanings of his sister and father. Plainly, the program made Alcoa's good friend, the United States Air Force, look pretty bad.

Ed Murrow had tried to persuade Secretary of the Air Force Harold Talbott to go on the Radulovich show to present the Air Force's side, but as the case was still in lower channels, Talbott declined.

But when Talbott later reversed the decision of the military and reinstated Lt. Radulovich, he came on See It Now to make the announcement.

The Radulovich case raised See It Now to new heights in the public's esteem. Murrow was deluged with letters—almost all of them standing behind the young lieutenant.

Alcoa was admittedly shaken by the whole thing, but it knows that these are the terms under which you get Murrow. It would frankly prefer fewer controversy shows, although it's aware that they draw the viewers, particularly in the all-important Washington arena. A survey indicated to Alcoa that an impressive number of legislators and bureaucrats watch See It Now, and that 87% of those who watch it are able to identify Alcoa as the sponsor. Of these, 67% recalled the content of the commercials.

• **Commercials**—Right now, Alcoa's commercials are going through a transition. They have concentrated on institutional advertising—how bauxite is mined, how aluminum is rolled. In the future there will be more product advertising. The idea will be to spread the word about the little known uses for aluminum—irrigation pipe, building materials, truck wheels, electrical wiring. With the leveling off in the defense build-up. Alcoa now wants to enlarge other markets for aluminum.

• **Making Them Like It**—Has See It Now paid off for Alcoa? The company thinks it has. Twice a year, Alcoa has a survey run that uses a sample that cuts across the entire socio-economic make-up of the country. The number of people who "like" Alcoa has been slowly increasing, while the number who "don't like it," or "don't know Alcoa" has been slowly decreasing.

Within Alcoa, there's growing enthusiasm for See It Now. Every year, in a day-long session, the company's salesmen are briefed on Alcoa's advertising campaigns for the year to come. According to Hall, at the last two sessions, virtually all the discussion has centered around the show. The salesmen say it's one of the first things their customers mention.

One unexpected byproduct: Alcoa rank-and-file employees like to be identified with a company sponsoring such a high-grade show.

Devoted to Social, Economic and Religious Welfare of All Races and Creeds

The Charlotte Post

DEDICATED TO GOOD WILL

VOLUME XLI—NUMBER 280 | Charlotte, North Carolina, Thursday, January 19, 1956 | ents Per Copy

WBTV Television Station
1 Jefferson Place
Att. Mr. H. Powell
Charlotte, N. C.

Commentator Here

2 Post Reporters Interview Murrow

MARY LOU ROACH AND JOHNNY GORDON, REPORTERS

On Monday, Jan. 16, Mr. Edward R. Murrow, CBS News Commentator arrived in Charlotte, North Carolina, in his private plane.

Mr. Murrow is producer of "THIS I BELIEVE" and "SEE IT NOW." He spoke at 7 o'clock at the Hotel Charlotte for the Executive Club.

The Charlotte Post was honored with an invitation to attend a Press Conference for Mr. Murrow at 4 o'clock at the beautiful and modern building of WBT and WBTV. We were happy to represent our paper. We were welcomed by Mrs. Richardson and Mrs. Baucom who are members of the staff of Station WBT-WBTV.

Mr. Murrow spoke about Korea. Questions were asked by the different reporters of other papers. He also talked about President Eisenhower's second term for President.

The commentator was kidded about his name Edgar, which he was given in christening. Mr. Murrow said someone else had used that name and he changed it to Edward.

The following is a portion of the statement made by Mayor Philip Van Every of the city, presenting Mr. Murrow a special copy of THE MECKLENBURG DECLARATION OF INDEPENDENCE: "As a memento of your visit, I, as Mayor of the city of Charlotte, have been given the honor and privilege of presenting to you this authentic replica of the original Mecklenburg Declaration of Independence. It was commissioned by Mr. Charles Crutchfield, Executive Vice President and General Manager of WBT and WBTV, and was designed and executed by Mr. Kenneth Whitsett, an artist-historian of this county. We trust that you will receive it in the spirit in which we give it—as a testimonial to your constant zeal in the name of liberty and to your continued eminence as a great reporter who reports the news without fear or favor. And we hope that you will hang it for display as prominently as you yourself are prominent in our esteem and admiration."

Mr. Luther Barnhardt, president of the North Carolina Senate presented the following CITATION to Mr. Murrow in the absence of Gov. Hodges: "To All To Whom These Presents Shall Come—Greetings:

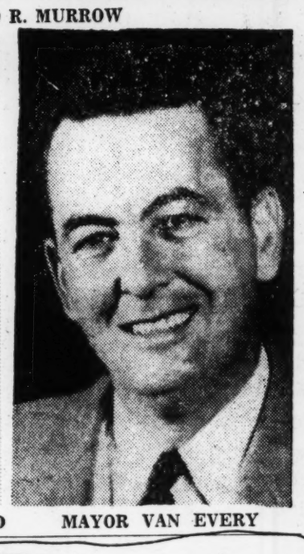
Reposing special trust and confidence in your integrity and knowledge, and by virtue of authority vested in me by law, I do by these presents appoint.

EDWARD R. MURROW
New York City
Internationally Known Reporter, Editor and Commentator
as
AN AMBASSADOR OF GOOD WILL THROUGHOUT THE WORLD FOR NORTH CAROLINA

and do hereby confer upon you all the rights, privileges and powers, useful and necessary to the just and proper discharge of the duties of your appointment."

EDWARD R. MURROW

MR. CHARLES CRUTCHFIELD



MAYOR VAN EVERY

Price Plans A&T Concert

GREENSBORO — Leontyne Price, a rising young soprano who has gained many "firsts" during the early stages of her career, will appear in concert at Moore Gymnasium of A&T College on Tuesday evening, Jan. 31, at 8 p.m. Her appearance is a feature of the A&T College Winter Lyceum Series.

Miss Price, in her twenties, was this month listed among the 1955 Merit Award Winners of Mademoiselle Magazine as one of the "Ten Young Women of the Year" by the leading national woman's magazine.

Her meteoric rise began with her appearance in the title role of Bess in George Gershwin's "Porgy and Bess" with which company she toured America and Europe a few seasons ago. Following a sensational concert debut in New York's Carnegie Hall in January of last year, she triumphed in the historic two-hour, nationally-televised production of the Puccini opera, Tosca, playing the title role under the sponsorship of the NBC-TV Opera Theater.

Since that time, Miss Price has had stunning success in many recitals and with such major symphonic organizations as the Philadelphia Orchestra, the Boston Symphony and the New York Philharmonic-Symphony.

The young artist is a native of Laurel, Miss., attended Central State College, Wilberforce, Ohio and won a scholarship for advanced study at the Julliard School of Music.

Celebrities Back March

Stars from the entertainment world are going all out in their support of the March of Dimes. Among the outstanding performers who are giving active campaign service are: Orson Wells, Grace Kelly, Harry Belafonte, Marilyn Monroe, Audrey Hepburn Jeanne Crain, Billy Eckstein, the McGuire Sisters, Joni James, the Four Lads, the Crewcuts and many others. Harry Belafonte will appear on national radio networks and local stations, in a fifteen minute March of Dimes show. Sarah Vaughn is doing a five minute show over national radio chains and local stations, and Billy Eckstein will make celebrity spot announcement appeals for the March of Dimes.

Polio isn't licked yet and these VIPS of the stage, screen, radio and TV have joined in the fight to raise money for polio victims.

Organist Sets Music Program

GREENSBORO—Music by contemporary composers and by some dating back to the 17th century will be featured by Clarence E. Whiteman, Bennett College organist, when he presents "A Ministry of Music" in Pfeiffer Chapel, Sunday, January 22 at 11 a.m.

A highlight of the program will be the first public performance of "Prelude, Hymn Tune and Variations on 'Maryton'," written by Noel George DaCoata, a South African now studying at the Manhattan School of Music.

Among familiar numbers to be played will be the "Bell Symphony" by Purcell, the "Prelude, Fugue and Chaconne" by Buxtehude and "Psalm XVIII" by Benedetto Marcello, the latter two, 17th century composers.

From the 19th century, Mr. Whiteman will play "Sonata on the 94th Psalm" by Julius Reubke, frequently hailed as the master piece of that period for the organ. In the group of contemporary composers whose works will be performed are Clarence Dickinson, Harold Friedell, Jean Langlais and Alec Rowley.

Food Prices Should Stay About Same, Expert Says

Did You Know This About Your City?

JAMES HOWARD, Reporter

Did you know that Nazareth Baptist Church is having a program Feb. 12 at 3 o'clock. The public is cordially invited. Rev. G. E. Ford, pastor.

Did you know that Mrs. Inez Springer is returning to her resident in New York City? After a two months visit with her aunt Mrs. Cora Glenn who was very ill.

Did you know that the Gospel Light Chorus is having a program at the Pleasant Grove AME Church Jan. 29 at 7:30 o'clock? Come and enjoy yourself.

The students of the month are Miss Elizabeth Withers and Mr. Barron Stroud at Northwest Junior High School. Well it's true if you ask me. Have you heard the joke of the week? Well here it is: Joe: What size shoe do you wear?

Jack: Well, I buy size six but seven's feel so good that I wear size eight.

Before I go let me leave you with this quotation: "Learning without thought is labor lost."

So long till next week.

Mays Speaks At Bennett

GREENSBORO — There is no more significance to a New Year's resolution than there is to one made in July, Dr. Benjamin E. Mays, of Atlanta, Ga., told an overflow vesper audience at Bennett College Sunday afternoon.

"New Year's resolutions are like pie crust," he said, "made to be broken, and most people in 1956 are going to be pretty much what they were in 1955."

But Dr. Mays, president of Morehouse College, hastened to assure his listeners that this does not mean that people cannot change, but that they usually don't. They don't change, he explained, because of (1) habit and (2) because they are rather satisfied with themselves the way they are.

Because Bennett students are young enough not to have become too restricted by habit, Dr. Mays suggested to them that they make the following resolutions for 1956:

1. Do everything in your power to increase your knowledge and to develop your mind to the nth degree.
2. With this knowledge, acquire judgment and understanding.
3. Learn to choose that which is excellent — to develop a high sense of values.
4. Develop the capacity to act upon that which you know.

TO TEACH MUSIC

Mrs. Clara Jones will begin teaching music at her home, 1428 Samuel St., Monday, January 23rd She will teach piano, Theory and voice.

Mrs. Jones has been Special Teacher of Music in the Charlotte City Schools and has taught piano for several years also. She is a graduate of Hampton Institute and has done further study at Boston University. She is organist-director of the Senior Choir of The New Saint Paul Baptist Church.

(Phone ED 3-2573 if other information is needed.)

Theries Lindsey, a 1955 graduate of the Florida A and M. University College of Law, was recently sworn in as a member of the Florida Bar by Circuit Court Judge W. May Walker. Lindsey is a native of Chicago and was graduated from the School of Commerce at Northwestern University — A and M staff photo by Horace Jones Jr.

Too Many Car Owners Concentrate On Looks

Your average Tar Heel car owner—and there are a whale of a lot of them in North Carolina—is a pretty proud fellow when it comes to the family car. In fact a family is often judged by the type car it drives—or a business by the appearance of its fleet. The automobile has become a yardstick of success — a badge of distinction.

It's no wonder, then, that automobile owners keep them groomed to the teeth, interiors swept and garnished, chrome and glass polished to dazzling perfection.

But unfortunately there are too many motorists who are mainly interested in the shiny outside. They don't realize that the mechanical condition of the vehicle is much more important than its beauty. Important not only because locomotion is its basic function, but because an unsafe car is a dangerous car.

A motor vehicle with unsafe brakes, lights, or steering mechanism may not cause its owner to lose face, but it can easily cause him to lose his life.

Because too many drivers are not sufficiently aware of this, they neglect vehicle maintenance. As a result countless unnecessary traffic accidents occur in North Carolina each year.

Just how many the State Department of Motor Vehicles is unable to say accurately. The true case against inadequate vehicle maintenance can never be fully presented because in many fatal accidents the car or cars involved are so badly smashed that preexisting repair needs cannot be determined.

However, the National Safety Council has established from an extensive gathering of figures that nationally about 6 per cent of the vehicles involved in fatal smashups were mechanically unsafe.

In North Carolina there is reason to believe that the figure in last year's fatal accidents was greater than 6 per cent.

The facts indicate there is a relationship between mechanicaly unsafe cars and accidents. The obvious way to check accidents caused by unsafe vehicles is to have them checked periodically.

Does your car get the mechanical attention it needs?

Let's take a closer look at. . . .

BRAKES: Do they take hold evenly on all wheels?. . .Do they stop in at least 30 feet from 20 mph?. . .Find out by inspection now, or you may find out by accident later.

TIRES: Are they inflated to the proper pressure?. . .Are they free of cuts, breaks in the rubber?. . . Are they getting equal wear because of proper rotation and wheel alignment?

LIGHTS: Are headlights aimed for maximum road light, minimum glare?. . .Are both beams in good working condition, lenses clean and reflectors bright?. . . Are rear and stop lights functioning?

OTHER POINTS: A good car check should include steering and wheel alignment, exhaust system and muffler, windshield wipers, glass, horn, and rear-view mirror.

A car in top operating condition is a good life insurance policy.

Could your car pass this insurance exam?

Chain Store Head Predicts No Shortages

There should be plentiful supplies of food for America's record level appetites in 1956 with retail prices continuing about as low as in 1955, Ralph W. Burger, president of the Great Atlantic & Pacific Tea Company, said today.

Mr. Burger said that food prices in 1955 were 1.5 per cent lower than in 1954 and 4.8 per cent below the post World War II peak reached in 1952. The over-all cost of living in 1955, he noted, was down only four-tenths of one per cent.

"Present forecasts show that food production during the new year will come close to the record 1955 level and that prices to consumers will remain about the same. With average weather there should be adequate food supplies to meet consumer demand," Mr. Burger said.

"This is a record and an outlook that the food industry can be proud of," Mr. Burger declared. "It shows that the orderly downward trend of food costs continued without interruption in 1955. It also shows that the nation's farmers and food distributors are meeting the heavier food demands of our rapidly expanding population."

The A&P president warned, however, that "if we are going to continue to hold the price line and at the same time assure farmers of an adequate return, we must be alert to resist inflationary trends developing within the industry."

"Food is one of the largest expenses of the average family. Over-expansion and the unhealthy competitive practices of the 'boom psychology' can raise the cost of eating in every American home."

In 1955, he said, the nation's families ate better than ever before and made heavier purchases of what were once "luxury foods". Per capita meat consumption, one example he cited, exceeded 160 pounds — this was five percent more than in 1954 and the highest for any year on record.

"Some price reductions may have gone beyond the point where farmers can get a fair return for their investment and labor. Pork is a dramatic example of a food that got so low in price that the producers actually suffered a loss."

Mr. Burger added that the food industry is aware of the problem and is trying to correct it through drives to move surpluses into consumption. It is also trying to narrow the spread between farm and retail prices through increasing the efficiency of its own operations, he said.

Although retail prices were lower in 1955, said Mr. Burger, people spent more money for food. This was because of the greater demand for higher priced items and for foods with "built-in" services, such as cake mixes, frozen foods and frozen meals, ready-to-cook and precooked items, he explained.

The A&P president said the food industry will continue to meet the demand for convenience services and that the coming year will see more product improvements designed to save the housewife's labor.

"However, these items will not be of real benefit to consumers," he continued, "if they add unreasonably to the cost of eating or if the services cannot be performed efficiently in the industry."

"The food industry operates in the public interest. Therefore, efficiency must be its main concern," Mr. Burger declared. He noted that while food costs to consumers went down in 1955, the cost of food distribution went up.

Increases in wages, taxes, rent, transportation and other fixed costs cannot be controlled by the industry, whereas certain other costs the industry imposes upon itself, he said.

"Food merchants are merely purchasing agents for America's consumers. Loose control over costs, along with over-expansion and unsound competitive practices, amount to speculation with the consumer's food dollars, which account for one-fourth of the average family's income.

"The industry operates on a volume of billions of dollars a year, but it must not forget that nearly one-fifth of all the families it serves have incomes of less than $2,000 a year, and that more than three-fifths earn less than $5,000 a year."

One danger in over-expansion cited by Mr. Burger was the trend toward larger and larger super markets. "In general," he said, "the larger a store is, the harder it becomes to keep its operating costs low."

"Consumer buying habits have changed and there is no question that stores must be operated for the convenience of their customers. But neither long store hours nor the new 'built-in services' should be allowed to raise the cost of food."

News From Third Ward Community

MRS. SUSIE PAYNE

Mrs. Bessie Crowder of 714 E. 9th St. was rushed to the Mercy Hospital very ill. Mrs. Crowder has been ill for several weeks. She was resting comfortably at last report. We pray that she has a speedy recovery.

Mr. E. J. Wilkins of 714 S. Poplar St. is still a patient in the Good Samaritan Hospital. Mr. Wilkin has been ill for several weeks at his home and for two weeks in the hospital. He was resting fairly well at this writing.

Mr. and Mrs. Wilmont Matthews of Washington, D. C. have returned to their home in Washington after coming to the city to be at the bedside of Mrs. Matthews' grandfather, Mr. E. Z. Wilkins. Mr. E. Z. Wilkins lives at 714 S. Poplar St. He was still confined to his bed, but was resting better when they returned home.

Rev. Walter Lovell was the guest speaker at Clinton Metropolitan AME Zion Church Sunday Jan. 15, 1956. At 11 a.m. service he preached a very touching sermon that all under the sound of his voice enjoyed. Rev. Lovell is the Editor of the Star of Zion. The choir sang several selections that enlightened the service. A large number attended the service and are welcome to come again. Rev. G. L. Fauntleroy is pastor.

We are glad to hear that Mrs. Julia Wilson of 2324 Vandville Rd. had the good fortune to receive another car in the place of the one that was stolen from her during the Christmas Season and was set afire. Mrs. Wilson is one of the directors of programs that are held at the Third Ward Community Center on S. Poplar St. She is very busy but always takes time to welcome everyone, from the young to the old. She even takes time to join the Golden Age Club. This club meets the first Thursday in each month at the Third Ward Center.

Mrs. Wilson always has something ready to bring life and joy to the club, to help them to build up the club and to encourage the ladies. Come and join the club, you will enjoy it. The officers of the club are as follows: Mrs. Hattie Zanders, president, Mrs. Lucy Lowery, vice president, Mrs. Susie Payne, secretary, Mrs. Bethel Byers, assistant secretary and Mrs. Dora Jamison, treasurer.

Mrs. Josephine Miller received the very sad news of the loss of two sisters, Mrs. Essie Black and Mrs. Willie Gaton, they died in Washington, D. C. They had made Washington their home, both were well known in Charlotte where they had spent the best part of their lives. Our deepest sympathy goes out to Mrs. Miller, may God strengthen her and the rest of the family in their hour of grief. Burial is in Washington, D. C.

Dr. J. S. Nathaniel Tross of 219 N. McDowell St. is still a patient at the Mercy Hospital and is resting fairly well after undergoing an operation last week. We pray for him a speedy recovery. Dr. Tross is the editor of the Charlotte Post.

The Third Ward reporter is feeling much better at this writing and asks your prayers that she may soon be able to be up and out again.

Couple Celebrate 56th Anniversary

By JOHNNY GORDON REPORTER

Mr. and Mrs. G. G. Glenn celebrated their 56th Wedding Anniversary. They live at 216 Mill Road, and married Jan. 15, 1900. Mr. and Mrs. Glenn attend the Mount Carmel Baptist Church, Mr. Glenn has been Deacon of the church for 40 years also he is supervisor of many church clubs. Mrs. Glenn is very active in church work. The Charlotte Post wishes them many more happy years.

The Men's Chorus of Mount Carmel made an appearance in Huntersville, N. C., at Columbus Chapel. Mr. David Thompson, Leader and President, did a very good job of singing. He received many compliments from his audience. The Chorus is doing great work.

He Belongs Here

SAN DIEGO, Calif. — U. S. border patrol agents, alert for Mexican aliens without entry permits, stopped their car to question an elderly man plodding along a road.

He fumbled through his worn wallet identification, "I guess, I was in this country before you, sirs." He was an American Indian.

Billingsville News

By PEARLE L. DINKINS

A-2 Charles Lee Sims has returned to Glendale, Ariz. where he is stationed after spending the Christmas holidays with his wife, Mrs. Beatrice T. Sims and their two children. Vernelle and Leroy of 201 Skyland Ave. He also visited his parents, Mr. and Mrs. George Sims of Blairs, S. C.

Joe McMullen of 1955 Garnette Pl., who has been a patient at the Good Samaritan Hospital for some time is reported improving. Joseph is a son of Mr. and Mrs. Joseph McMullen.

Mr. John King of Skyland Ave., is home after a lengthy treatment at the Good Samaritan Hospital and is reported doing fine.

Mistresses Mary W. Grier and Lillian Roberts were recent dinner guests of the Dinkins sisters at their home 308 Billingsley Rd. The two above named persons are city nurses. The evening was very pleasantly spent.

Miss Connie B. McClain of Morning Drive was also a guest of the Dinkins. Miss McClain is the charming little daughter of Mr. and Mrs. Clifton McClain and a student at Livingstone College, Salisbury, N. C.

We express our sorrow to Mrs. Avis Crowe of Jewel Street in the passing of a relative last week.

Mrs. Maggie Harris of Providence was the afternoon guest of Mrs. Carrie L. Polk and Mrs. C. B. Alexander's family last Sunday. Mrs. Harris is a relative of Mrs. Polk and the Alexanders.

Mistresses Lulla Steele and Anna Blue and Mrs. Blue's children were house guests of the Kirkpatricks and Steele families on Old Sardis Road. Mrs. Steele is a sister-in-law of Mr. and Mrs. Frederick Steele and Mrs. Blue. Mrs. Blue is a teacher at Marvin, N. C.

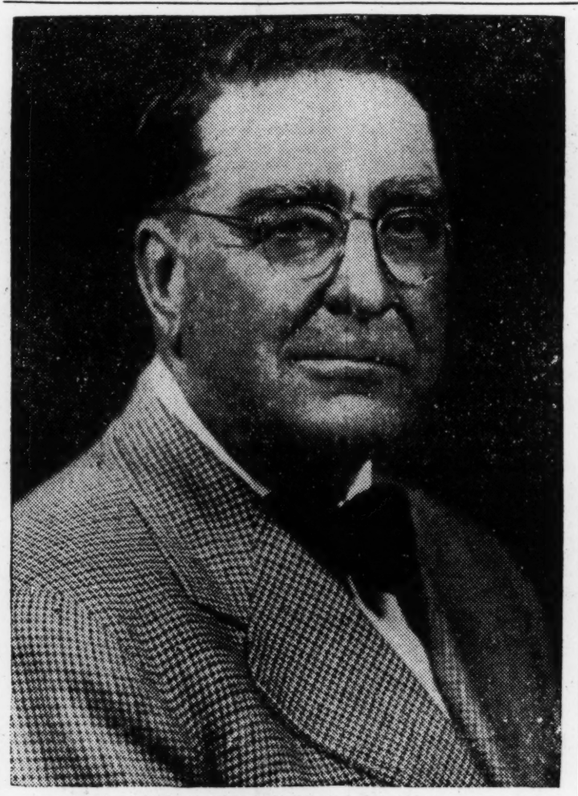
The Stewardess Board of Weeping Willow AME Zion Church had its annual Post-Christmas Dinner Party recently at the home of Mr. and Mrs. Willie McCain of Sharon View Road. The dinner was largely attended. Everyone present really enjoyed the dinner party. Plenty of food and fun. Mrs. Blettea Watson is president of the Stewardess Board.

Rev. M. M. Leake the pastor, preached last Sunday from the Book of St. John 18:36. Subject: "Jesus Has A Kingdom." The services were very impressive.

Mrs. Clara Gilmore of Marvin Road spent last Sunday in Salisbury, N. C. While there she visited her daughter, Miss Merilyn Foy, who is a student at Livingstone College.

Mr. and Mrs. C. N. Watson, Sr., of Walker St. announce the recent marriage of their daughter, Catherine to Mr. Daniel Webster Trotman of New York City. At present the newly-wed couple reside in New York City.

Note: All news for this column should be sent to Miss Pearle R. Dinkins, Box 1008 Billingsley Rd., Charlotte, N. C., on or before Saturday noon of each week.



Branch Rickey, chairman of the board, The Pittsburgh Pirates, will receive "The Pioneer Award" in Atlanta, Georgia, January 20, on the occasion of the twenty-first annual all-sports jamboree of The 100 Per Cent Wrong Club, a project of the Atlanta Daily World. Jackie Robinson and Pee Wee Reese are likewise scheduled to be cited for their contributions to "The Golden Era of Sports."

$1,624,965 Raised

UNCF Fund Record

The United Negro College Fund received a record total of $1,624,965 in contributions to its 1955 campaign, it was announced today by W. J. Trent Jr., executive director. The amount was the largest raised by the Fund since it was established in 1944, Mr. Trent said, and represents an increase of ten per cent over 1954 results.

The money is distributed among 31 private, accredited colleges located, with one exception, in the South and having a combined enrollment of over 23,000 students. The funds are used by the member colleges for current operating expenses, which include student scholarship aid, classroom and laboratory equipment, library books and personnel, faculty salaries and student health programs.

In his year - end report, Mr. Trent noted that the most encouraging development during the 1955 campaign was the significant increase in the number and amounts of gifts from individual donors. "This development more than kept pace with the increased support received from corporations and foundations," the report stated, "and represents the solid base on which the success of the United Negro College Fund is

Mr. Trent's report attributed the upsurge in support by individuals of average means to a greater awareness of the part of the public of the increasing numbers of Negroes seeking college education and the additional responsibilities placed upon these private colleges of the South by the Supreme Court decision. Pointing out that the UNCF colleges will be increasingly in competition with all good colleges of the region for students, irrespective of race, Mr. Trent said, "in order to do an effective job they must secure more financial support from their friends and well wishers."

Since its first annual nation-wide campaign, the United Negro College Fund has raised a total of $29,000,000 to date for its member colleges. Of this amount, $14,500,000 was raised for yearly operating purposes, and the other $14,500,000 for new buildings and campus improvements.

ONE MINUTE SPORTS QUIZ

1. Who are two likely candidates to fight Rocky Marciano this year?
2. Who won the Georgia-Tech-Pitt game?
3. What was the score of the Rose Bowl game?
4. For whom did Enos Slaughter recently sign a new contract?
5. Is Otto Graham now retired?

The Answers

1. Fight figures are now talking Floyd Patterson and Archie Moore.
2. Georgia Tech, 7-0.
3. 17-14, Michigan State.
4. The Kansas City Athletics.
5. Graham says this time his retirement is final.

Murrow Hits TV's 'Mass' Psychosis

(TV-Radio Commentator Ed Murrow leveled a hotly critical speech before a convention of broadcasting news directors in Chicago recently. We believe it is important enough to the millions of viewers and listeners that they have the opportunity to read it in full. Following is Part II. The first installment ran here yesterday. —ED. NOTE.)

One of the minor tragedies of television news and information is that the networks will not even defend their vital interests. When my employer, CBS, through a combination of enterprise and good luck, did an interview with Nikita Khrushchev, the President uttered a few ill-chosen, uninformed words on the subject and the network practically apologized. This produced a rarity. Many newspapers defended the CBS right to produce the program and commended it for initiative. But the other networks remained silent.

Likewise, when John Foster Dulles, by personal decree, banned American journalists from going to Communist China, and subsequently offered contradictory explanations. For his fiat the networks entered only a mild protest. Then they apparently forgot the unpleasantness. Can it be that this national industry is content to serve the public interest only with the trickle of news that comes out of Hong Kong? And to leave its viewers in ignorance of the cataclysmic changes that are occurring in a nation of 600 million people?

INDUSTRY CONTAINS INCOMPATIBLE SETUP

I have no illusions about the difficulties of reporting from a dictatorship; but our British and French allies have been better served—in their public interest—with some very useful information from their reporters in Communist China.

One of the basic troubles with radio and television news is that both instruments have grown up as an incompatible combination of show business, advertising and news. Each of the three is a rather bizarre and demanding profession. And when you get all three under one roof, the dust never settles.

The top management of the networks, with a few notable exceptions, has been trained in advertising, research, sales or show business. But by the nature of the corporate structure, they also make the final and crucial decisions having to do with news and public affairs. Frequently they have neither the time nor the competence to do this.

It is not easy for the small group of men to decide whether to buy a new station for millions of dollars, build a new building, alter the rate card, buy a new western, sell a soap opera, decide what defensive line to take in connection with the latest Congressional inquiry, how much money to spend on promoting a new program, what additions or deletions should be made in the existing covy or clutch of vice-presidents, and at the same time—frequently on the same long day—to give mature, thoughtful consideration to the manifold problems that confront those who are charged with the responsibility for news and public affairs.

Sometimes there is a clash between the public interest and the corporate interest. A telephone call, or a letter from the proper quarter in Washington is treated rather more seriously than a communication from an irate but not politically potent viewer. It is tempting enough to give away a little air time for frequently irresponsible and unwarranted utterances, in an effort to temper the wind of criticism.

DOLLARS RARELY DEFEATED BY DUTY

Upon occasion, economics and editorial judgment are in conflict. And there is no law which says dollars will be defeated by duty. Not so long ago the President of the United States delivered a television address to the nation. He was discoursing on the possibility or probability of war between this nation and the Soviet Union and Communist China—a reasonably compelling subject. Two networks—CBS and NBC—delayed that broadcast for an hour and 15 minutes.

If this decision was dictated by anything other than financial reasons, the networks didn't deign to explain those reasons. That hour-and-15-minute delay, by the way, is about twice the time required for an ICBM to travel from the Soviet Union to major targets in the United States. It is difficult to believe that this decision was made by men who love, respect and understand news.

So far I have been dealing largely with the deficit side of the ledger, and the items could be expanded. But I have said, and I believe, that potentially, we have in this country a free enterprise system of radio and television which is superior to any other. But to achieve its promise, it must be both free and enterprising.

SAVING REPUBLIC IS SEVEN-DAY JOB

There is no suggestion here that networks or individual stations should operate as philanthropies. But I can find nothing in the Bill of Rights or the Communications Act which says that they must increase their net profits each year, lest the republic collapse.

I do not suggest that news and information should be subsidized by foundations or private subscriptions. I am aware that the networks have expended, and are expending very considerable sums of money on public affairs programs from which they cannot hope to receive any financial reward. I have had the privilege at CBS of presiding over a considerable number of such programs. I testify, and am able to stand here and say that I have never had a program turned down by my superiors because of the money it would cost.

But we all know that you cannot reach the potential maximum audience in marginal time, with a sustaining program. This is so because so many stations on the network—any network—will decline to carry it. Every licensee who applies for a grant to operate in the public interest, convenience and necessity, makes certain promises as to what he will do in terms of program content. Many recipients of licenses have, in blunt language, welshed on those promises. The money-making machine somehow blunts their memories.

The only remedy for this is closer inspection and punitive action by the FCC. But in the view of many this would come perilously close to supervision of program content by a Federal agency.

So it seems that we cannot rely on philanthropic support or foundation subsidies, we cannot follow the "sustaining route," the networks cannot pay all the freight, and the FCC cannot or will not discipline those who abuse the facilities that belongs to the public.

What, then, is the answer? Do we merely stay in our comfortable nests, concluding that the obligation of these instruments has been discharged when we work at the job of informing the public for a minimum of time? Or do we believe that the preservation of the republic is a seven-day-a-week job, demanding more awareness, better skills, and more perseverance than we have yet contemplated.

ED FRIGHTENED BY LACK OF 'ITCH'

I am frightened by the imbalance, the constant striving to reach the largest possible audience for everything; by the absence of a sustained study of the state of the nation. Heywood Broun once said: "No body politic is healthy until it begins to itch." I would like television to produce some itching pills rather than this endless outpouring of tranquilizers.

It can be done. Maybe it won't be, but it could. Let us not shoot the wrong piano player. Do not be deluded into believing that the titular heads of the networks control what appears on their networks. They all have better taste. All are responsible to stockholders, and in my experience all are honorable men. But they must schedule what they can sell in the public market. And this brings us to the nub of the question.

In one sense it rather revolves around the phrase heard frequently along Madison Avenue: "The Corporate Image." I am not precisely sure what this phrase means, but I would imagine that it reflects a desire on the part of the corporations who pay the advertising bills, to have the public imagine, or believe, that they are not merely bodies with no souls, panting in pursuit of elusive dollars.

They would like us to believe that they can distinguish between the public good and the private or corporate gain. So the question is this: Are the big corporations who pay the freight for radio and television programs wise to use that time exclusively for the sale of goods and services? Is it in their own interest and that of the stockholders so to do?

CORPORATE IMAGE FREQUENTLY GETS FUZZY

The sponsor of an hour's television program is not buying merely the six minutes devoted to his commercial message. He is determining, within broad limits, the sum total of the impact of the entire hour. If he always, invariably, reaches for the largest possible audience then this process of insulation, of escape from reality, will continue to be massively financed, and its apologists will continue to make winsome speeches about giving the public what it wants, or "letting the public decide."

I refuse to believe that the presidents and chairmen of the boards of these big corporations want their "corporate image" to consist exclusively of a solemn voice in an echo chamber, or a pretty girl opening the door of a refrigerator, or a horse that talks. They want something better, and on occasion some of them have demonstrated it.

But most of the men whose legal and moral responsibility it is to spend the stockholders' money for advertising, are removed from the realities of the mass media by five, six, or a dozen contraceptive layers of vice-presidents, public relations counsel and advertising agencies. Their business is to sell goods, and the competition is pretty tough.

But this nation is now in competition with malignant forces of evil who are using every instrument at their command to empty the minds of their subjects and fill those minds with slogans, determination, and the faith in the future.

If we go on as we are, we are protecting the mind of the American public from any real contact with the menacing world that squeezes in upon us. We are engaged in a great experiment to discover whether a free public opinion can devise and direct methods of managing the affairs of the nation. We may fail. But we are handicapping ourselves needlessly.

(To be concluded tomorrow)

John Crosby

SUNDAY LAUGHTER

NEW YORK—The Sid Caesar shown in the Dinah Shore spot last Sunday night had all the hallmarks of his unique genius; it was manic, satiric, extravagant, contemporary and frequently overdone. It was wonderful having him back, warts and all. For the first time in a long time he had space to work—he needs a lot of it—and a trio of marvelous co-workers and foils in Art Carney, Shirley MacLaine and Cliff Norton.

He needs good people to work with (as who doesn't) and I suppose I was not alone in thinking that Art Carney and Shirley MacLaine would make marvelous permanent companions, if that were possible and I suppose it isn't. Right at the outset Caesar—in this his first show from Hollywood—poked a little fun at those tremendous fanfare openings that come out of the West. Then he and Carney and Norton sank their teeth into televised electioneering. This has been done before and done better but it had its moments, particularly when Carney, as an advertising man in politics, was moaning, "If only he could be sprayed on or if you could take him home and try him for 30 days."

Mean Humor, Telling Slashes

Humor, for years now, has been getting too mild, too bland, too harmless and it's a pleasure to welcome back some real mean humor. There were some wonderfully telling slashes in a satire on "Playhouse 90," particularly on those long trailers. "We'll now show you Act II of our play three weeks from tonight, an original repeat by our alternate sponsor."

Even meaner and truer and deadlier was a little parody on the "Dick Clark Show" with Carney playing the part of a disc jockey. "And now the Draculaires sing 'You Drove a Stake Through My Heart,'" cried Carney cheerily. "Really, you have no idea how much money I make out of you kids. I'm especially fond of this label because I get an awful lot of money plugging it."

And the sketch ended with Caesar, playing the part of a manic teen-ager, grabbing Carney and in a truly inspired bit of comedy that was both funny and tragic, crying: "You're all we got, Johnny! I mean—is this it? Is this life—jumping around to this dopey music? We need help!" I don't know why that got a bark of laughter out of me except that laughter and tears are always closer than we think.

The Things TV Really Needs

Caesar still needs editing. It was an untidy hour but it had class and exuberance and originality and, oh, brother, do we ever need all those things.

It was a good night for comedy, actually. Over on Steve Allen's program earlier, Elaine May and Mike Nichols made a return appearance with a devastatingly funny bit about finding an apartment in this crowded and unreasonable town. This bit hasn't the tremendous originality or the sheer bite of some of their earlier duologues but it was very funny, surer and perhaps more commercial.

Press

Murrow Tells TV to Sell Ideas Too

(This is the concluding installment of the address CBS Commentator Edward R. Murrow made before a news directors' convention. We hope it has been educational and inspires at least some TV viewers to demand of the networks that the general quality of the medium be upgraded—ED. NOTE.)

Let us have a little competition. Not only in selling soap, cigarettes and automobiles but in informing a troubled, apprehensive but receptive public. Why should not each of the 20 or 30 big corporations which dominate radio and television decide that they will give up one or two of their regularly scheduled programs each year, turn the time over to the networks, and say in effect: "This is a tiny tithe, just a little bit of our profits. On this particular night we aren't going to try to sell cigarettes or automobiles; this is merely a gesture to indicate our belief in the importance of ideas."

The networks should, and I think would, pay for the cost of producing the program. The advertiser, the sponsor, would get name credit, but would have nothing to do with the content of the program. Would this blemish the corporate image? Would the stockholders object?

I think not. For if the premise upon which our pluralistic society rests—which as I understand it is, that if the people are given sufficient undiluted information, they will then somehow, even after long, sober thoughts reach the right decision—if that premise is wrong, then not only the corporate image but the corporations are done for.

EXALT IDEAS SOMETIMES, SAYS ED

There used to be an old phrase in this country, employed when someone talked too much. It was: "Go hire a hall." Under this proposal the sponsor would have hired the hall; he has bought the time; the local station operator, no matter how indifferent, is going to carry the program — he has to. Then it's up to the networks to fill the hall.

MURROW

ALLEN

I am not here talking about editorializing, but about straightaway exposition as direct, unadorned and impartial, as fallible human beings can make it. Just once in a while let us exalt the importance of ideas and information. Let us dream to the extent of saying that on a given Sunday night the time normally occupied by Ed Sullivan is given over to a clinical survey of the state of American education, and a week or two later the time normally used by Steve Allen is devoted to a thoroughgoing study of American policy in the Middle East.

Would the corporate image of their respective sponsors be damaged? Would the stockholders rise up in their wrath and complain? Would anything happen other than that a few million people would have received a little illumination on subjects that may well determine the future of this country, and therefore the future of the corporations?

This method would also provide real competition between the networks as to which could outdo the others in the palatable presentation of information. It would provide an outlet for the young men of skill, and there are some even of dedication, who would like to do something other than devise methods of insulating while selling.

NO BUILT-IN PERPETUAL MOTION

There may be other and simpler methods of utilizing these instruments of radio and television in the interests of a free society. But I know of none that could be so easily accomplished inside the framework of the existing commercial system.

I don't know how you would measure the success or failure of a given program. And it would be hard to prove the magnitude of the benefit accruing to the corporation which gave up one night of a variety or quiz show in order that the network might marshal its skills to do a thoroughgoing job on the present status of NATO, or plans for controlling nuclear tests. But I would reckon that the president, and indeed the majority of shareholders of the corporation who sponsored such a venture, would feel just a little bit better about the corporation and the country.

It may be that the present system, with no modifications and no experiments, can survive. Perhaps the moneymaking machine has some kind of built-in perpetual motion, but I do not think so. To a very considerable extent the media of mass communications in a given country reflects the political, economic and social climate in which it flourishes. That is the reason ours differs from the British and French, or the Russian and Chinese.

NO NEED TO MAKE TV A WAILING WALL

We are currently wealthy, fat, comfortable and complacent. We have currently a built-in allergy to unpleasant or disturbing information. Our mass media reflect this. But unless we get up off our fat surpluses and recognize that television in the main is being used to distract, delude, amuse and insulate us, then television and those who finance it, those who look at it and those who work at it, may see a totally different picture too late.

I do not advocate that we turn TV into a 27-inch wailing wall, where long-hairs constantly moan about the state of our culture and our defense. But I would just like to see it reflect occasionally—the hard, unyielding realities of the world in which we live. I would like to see it done inside the existing framework, and I would like to see the doing of it redound to the credit of those who finance and program it.

Measure the results by Neilsen, Trendex or Silex — it doesn't matter, the main thing is to try. The responsibility can be easily placed, in spite of all the mouthings about giving the public what it wants. It rests on big business, and on big television, and it rests at the top. Responsibility is not something that can be assigned or delegated. And it promises its own reward: Good business and good television.

ED WYNN and Sherry Allen and means to get parts for beroni try to think up ways a jalopy in Channel 4's filmed series tonight at 8.

HISTORY WILL TAKE ITS REVENGE

Perhaps no one will do anything about it. I have ventured to outline it against a background of criticism that may have been too harsh, only because I could think of nothing better.

Someone once said—I think it was Max Eastman—that: "That publisher serves his advertiser best who best serves his readers." I cannot believe that radio and television, or the corporations that finance the programs, are serving well or truly their viewers or listeners, or themselves.

I begin by saying that our history will be what we make it. If we go on as we are, then history will take its revenge and retribution will not limp in catching up with us.

We are to a large extent an imitative society. If one or two or three corporations would undertake to devote just a small fraction of their advertising appropriation along the lines that I have suggested, the procedure would grow by contagion, the economic burden would be bearable, and there might ensue a most exciting adventure—exposure to ideas, and the bringing of reality into the homes of the nation.

TV RUSTING IN THE SCABBARD

To those who say: People wouldn't look, they wouldn't be interested, they're too complacent, indifferent and insulated—I can only reply: There is, in one reporter's opinion, considerable evidence against that contention. But even if they are right, what have they got to lose? Because if they are right, and this instrument is good for nothing but to entertain, amuse and insulate, then the tube is flickering now and we will soon see that the whole struggle is lost.

This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely wires and lights in a box. There is a great and perhaps decisive battle to be fought against ignorance, intolerance and indifference. This weapon of TV could be useful.

Stonewall Jackson, who knew something about the use of weapons, is reported to have said: "When war comes, you must draw the sword and throw away the scabbard." The trouble with television is that it is rusting in the scabbard—during a battle for survival.

The Brussels
RESTAURANT
9131 SUNSET BLVD.
★ Lunch-Dinner ★
CR. 1-5713 • BR. 2-2826

Janet KERN

Critic Clears Decks, Gets Compliments Out of Way

THE TAG END of the TV season invariably brings an epidemic of discontent and cynicism among those who write about TV.

By some peculiar, private system of logic, when in the annual throes of this seasonal malaise, critics and columnists see only bad in the dying TV season. However many "rave" reviews they may have felt moved to write during the preceding six months; however many hours of TV fare they may have found themselves enjoying; however contented however many millions of viewers may have been . . . comes this time of year, the "season-end-roundups" and evaluations see only the holes and never a doughnut.

ED MURROW

★ ★ ★

FOR A NUMBER of recent years. It was the annual April custom to point out —quite correctly—that NBC had offered little or nothing of value, interest, or entertainment to the TV public. This somehow extended into a less supportable conclusion that CBS' long standing and widespread viewership had been won by default . . . CBS really hadn't come up with anything worthwhile either. As for ABC—that was merely the "poor third network of westerns and Welk," really not worthy of evaluating at all.

This year, the TV industry underwent a virtual programming upheaval which brought in its wake a complete, and abrupt, revision of the national viewing habit.

Stars and shows switched channels; networks switched popularity rank; viewing increased over-all at a great rate.

Sputniks became spectacular, satellites became stars, and scientific programming gained a new import and a vastly larger, more appreciative audience than ever before.

★ ★ ★

CBS-TV raised public affairs programming to new heights of usefulness, authority and popularity—via "Face The Nation" and its Khrushchev interview and Ed Murrow's "See It Now" report on Marian Anderson's tour of Asia.

Despite such advances, however; despite the luring over of fine shows from other networks; despite its carry-over of most of the best and most popular fare on TV, CBS still slid from its long entrenched position as No. 1 network in TV achievement and viewer popularity.

For the startlingly sure showmanship, wide and affectionate relationship with stars, and herculean work of the late Emanuel Sacks filled NBC's program schedules with so much which was new and fine and irresistibly alluring to viewers that the popularity pendulum swung in a broad arc from CBS to NBC.

So what are the seasonally-afflicted reviewers-at-large now saying of this expiring TV season? That it was a flop! That NBC won popularity supremacy for the first time—by DEFAULT on the part of CBS! That NBC came out on top despite a program schedule described by Variety's much-heeded reviewer as "a big nothing!"

★ ★ ★

WELL, I'M NO LESS weary, no less gill-high in nightly viewing and late-nightly - column - writing than the rest of my colleagues. But I have yet to succumb to this season's epidemic of malcontent. So, let's take a frank look at what the networks have provided this season—quickly, before the bug bites me, too.

★ ★ ★

IN THE previously rich realm of musical-variety shows, four fine new ones made their appearance this season . . . NBC-TV's Dinah Shore, Eddie Fisher and Club Oasis shows and ABC's Pat Boone Show.

In the department of quiz and panel programs, three excellent new shows premiered—NBC's "The Price Is Right" and "Tic Tac Dough" and CBS' brand-new "Top Dollar." The stock of much-maligned Westerns was enriched—and vastly improved and upgraded—by the appearance of NBC's "Restless Gun," CBS' "Have Gun, Will Travel," and ABC's "Maverick" and "Sugarfoot."

Comedy was advanced by CBS-TV's new "Leave It to Beaver" and ABC's powerhouse hit, "The Real McCoys." The ranks of drama shows were strengthened by NBC's literally sensational Shirley Temple Storybook programs; the same network's "Wagon Train"; CBS' "Perry Mason" and ABC's new Disney triumph "Mark of Zorro" (which seems to fit better into the drama category than any other which comes to mind at the moment).

And last, but hardly least, the area of educational, informative, public-serving programming was mightily enriched and elevated by CBS' two superb new shows, "Twentieth Century" and "Conquest."

★ ★ ★

THIS IS A FLOP season . . . a TV year marked by a "big nothing" schedule on NBC's part and a total default by CBS? Even if a season COULD be judged solely on its totally NEW material, such condemnation would be unjustified and terribly unjust to all networks and programmers concerned!

Certainly this season has shown us a Steve Allen Show with a whole new professionalism, polish and entertainment value which has been a welcome addition to the program ranks.

What about the "special" or so-called "spectacular" shows, which have come closer, more often, to being worthy of those adjectives than ever before? Is a TV season marked by such shows as CBS-TV's "High Adventure" films and NBC-TV's "Annie Get Your Gun;" "General Motors Anniversary Show;" "M. D. International" and "Pinocchio" to be marked off as a failure?

Can we, in all justice, overlook the tremendous advance made by "Omnibus" and, especially, by "Hall of Fame" which, this year, brought a majority of fine shows and at least one really great show ("Green Pastures") to our screens?

★ ★ ★

THIS SEASON, too, a new window has been carved in the wall surrounding Manhattan and Hollywood. The existence of a world outside the show business cells has begun to penetrate to TV headquarters.

The New York based division charged with operating NBC's wholly owned stations—which do so much harm to the local programming offered viewers by those NBC TV stations —was quietly overhauled from top to bottom and an apparent new birth of freedom, local autonomy, and programming for the locale was instituted.

Two networks abandoned the policy — long deplored here—of piping their program news to the New York press and, with a few select exceptions, letting the "hinterland" copy it from the New York papers or learn about it days later. It is costing CBS and NBC approximately $100,000 apiece to establish direct teletype communication with the hinterland press—thereby putting the rest of the country on the same level with New York—but they're spending that awe-inspiring sum for precisely that purpose.

Most encouraging of all is the fairly recent incident (reported to me by a high New York mogul) of a fancily esoteric program which, on its tawdry premiere, won enthusiastic praise from Eastern reviewers.

★ ★ ★

THE MANHATTAN moguls exulted, as they read their "reviews" in the New York papers. Here, they knew, was one show certain of renewal for next season! How impressed the sponsor was sure to be!

The sponsor read the rave reviews; picked up his pen; and canceled the show, commenting simply that he wanted "a show the people will like!"

No TV season which sees the birth of such sudden awareness of the majority taste and will is a "flop" season. It is, in my book, a history - making season worthy of enshrinement in the gratitude of every viewer and reviewer.

AUG 20 1958

Janet Kern:

Shelley Berman, Carol Burnett Prove TV Doesn't Lack Comedy

HOW ANYONE CAN watch TV and still complain about a dearth of comedy entertainment is beyond my feeble comprehension.

Take, for instance, the most recent Ed Sullivan show and summer "Chevy Show"—the former among the shows which I count TV's best, the latter among those rated the "worst" in my book.

Sullivan last Sunday presented two comedians of such different style and approach that, between them, they must have satisfied almost any comic taste.

First came Shelley Berman, whom Ed has signed up for six appearances during the coming months. He could increase that to a dozen without arousing any ire at our house.

Berman is astonishingly versatile. His style changes every time you see him (well, maybe every OTHER time), yet it's always peculiarly HIS style.

I felt a bit disappointed Sunday by the current turn in Berman's style, but everyone around me was giggling and snickering and muttering things like **"He's wonderful!"**

★ ★ ★

IT WOULD BE nice if I could admit that, being open-minded and not stubborn, I recognized the error of my taste and decided Berman's act was wonderful.

It would be nice—but it would be practically a white lie. After all, a professional viewer is no less human or stubbornly self-righteous than anyone else.

So, while everyone else was exclaiming over Berman's act, I was thinking smugly, "Shows what they know! He's ruining himself."

What finally undid me was to discover—to my considerable surprise—that I was laughing as hard as everybody else! I still think Berman has been better than he was Sunday. But I can't recall a time I've laughed much harder than I did at Shelley Sunday.

★ ★ ★

LATER, ON Ed's show, another comic, Jackie Cannon, was decidedly not to my taste . . . a follower of what I call "The Lindy's Kindergarten School of Comedy." This is my name for those comedians of less than star-status who hang around Lindy's in New York, clutching at coat-tails and serving as court jesters to the big comedians.

These fast-patter, old-joke comics leave me cold. But, I presume, some people do enjoy them, and shiver through such subtly witty routines as Berman's dissertation on the teensy, weensy embarrassing moments that are never mentioned.

If there actually are people whose funny bones were not touched and tickled by Berman or Cannon, perhaps the "comic" ballet dancers, Waldo and Someoneorother, amused them. To me this act was about as unentertaining as one could be . . . a sort of pseudo-Sid Caesar and Imogene Coca, who don't need any pseudos.

★ ★ ★

ON THE "Chevy Show" was Carol Burnett, the "I Love John Foster Dulles" girl, who seems determined NOT to sing that hilarious number on my TV set. And I wish she would!

Miss Burnett is an astonishingly skilled young lady. She sings competently, her satire is acid, her humor is side-splitting. Most notable, she's one of the few comediennes who has mastered the art of being comical without surrendering her femininity. Even at her funniest, Carol looks like a lady. With Gracie Allen in retirement, she's about the only gal comic for whom I can make that claim.

★ ★ ★

OF COURSE, the summer "Chevy Show's" main feature is Edie Adams, one of the MOST talented young performers to achieve celebrity status in recent years.

As one of our viewing circle put it Sunday, **"Edie Adams isn't pretty—but she's beautiful."**

By the same token, Edie isn't a comedienne—but she's very funny. She isn't really a polished singer—but she sings sweetly and nicely.

In everything she does on-stage, Edie Adams displays the stuff of which lasting stardom is made. She is one of the few performers who invite the adjective "great" in description of their performances.

★ ★ ★

HOWEVER, we were talking about comedy before I got side-tracked onto Edie Adams. Along with Carol Burnett, Sunday's "Chevy Show" also featured Gene Sheldon, a young pantomimist who strummed a banjo and was very funny.

The young man apparently was a fill-in for Eddie Foy Jr., who was taken ill before his scheduled appearance.

Short-notice fill-in or not, Sheldon was downright crazy in a wonderfully funny way.

All of which goes to prove, I should think, that TV suffers no dearth of comedy.

★ ★ ★

ON THE heels of yesterday's wry comment about how "hot" NBC was on the contractual trail of Ginger Rogers while CBS actually signed her for an early fall "spectacular," along came news that NBC has also signed Miss R.

For NBC she'll do a "live, weekly, half-hour series"—probably in the 1959-1960 season. Golly, you can't accuse NBC of not planning ahead. They've already signed contracts for five "spectaculars" on the Civil War to be produced by Dore Schary for the 1961-62 season—three autumns from now, along with several other shows (which slip my mind) being planned for 1959-60. Now, if only the various networks could get squared away on their plans for the onrushing 1958-59 TV season, all would be well.

★ ★ ★

THE RUMOR - RIDDEN grape-vine has it that . . . Milton Berle is negotiating to get Bob Crosby and the Mary Kaye Trio for his NBC-TV shows; and Louis Prima and Keeley Smith—who have obtained a divorce from the Berle Show before it even got on the air—are preparing a "Pocahantas" spectacular for which THEY want the Mary Kaye Trio . . . Bob Hope is angling for sponsor and network permission to film the Rio Carnival in February for one of his NBC-TV shows, and to repeat last season's show filmed in Russia (as Ed Sullivan will repeat his great Moiseyev dance troupe show, in November) . . . CBS is having talent troubles—with Jack Benny—because he wants to appear on George Burns' new NBC show and CBS wants him to stay off (my guess is that Jack'll be on Burns' show)—and with Ed Murrow, whose relations with CBS higher-ups have been becoming consistently more strained. The hot rumor peddlers bet that Murrow will turn up at NBC before another year. Me, I only bet on sure things.

Janet Kern:

New Quiz, 'Haggis Baggis,' Wins Plandits From Critic

JACK BARRY
Show at ticklish stage.

OPEN LETTER TO a guy named Joe . . . Dear Mr. Cates: Although we've never met, I've thought a good deal about you over the past several TV years . . . and also have written a good deal about you.

Back when "$64,000 Question" first burst upon a summer TV scene, with you at the director's board, you seemed something of a genius. Later, when you veered into trying to produce musical comedies, revues and other misnamed "spectaculars," you became a very pet peeve.

Now, Joe, you're back in my fickle good graces — thanks to your production of NBC's new 6:30 p. m. Monday quiz show, "Haggis Baggis."

You know, Joe, this is the first new quiz of the summer to have the delightful virtue of being FUN! It also has the delightful virtue of making me feel smart (something every good quiz should do for every local viewer.)

Why, I knew that that first picture was Frank Sinatra the moment the first eye was uncovered — not because, as your contestant put it, Sinatra's eyes are like "poached eggs," but because only Sinatra and Weimaraners have such eyes, and I knew your first "mystery face" wouldn't belong to anything so hard to pronounce as "Weimaraner."

★ ★ ★

YOUR CONTESTANT did beat me at recognizing Vice President Nixon from a portion of his lower lip.

But Audrey Hepburn came to me immediately—with that first view of an eyebrow and a third of a fringed bang. And this record was enough to get me treated with respect for the rest of Monday evening.

Your "Haggis" and "Baggis" prize selections were fun to watch, too—even the quiz game by which you uncover your mystery pictures, inch by inch, was clever.

★ ★ ★

FRANKLY, JOE, your new colorcast is the kind of show I'd be inclined to watch with considerable regularity—IF it were on at a different time. However, you really ought to persuade the NBC bosses that a show as short and complex as yours just CAN'T start at 6:30 p. m. Central Time.

After all, even we out here in the hinterland have traffic problems at rush hour—just like in the big city of New York.

It's almost impossible to get home in time to catch the start of a 6:30 show, especially in summer, when all the fair-weather drivers come out of hibernation.

Besides, "Haggis Baggis" now competes with "Cowtown Rodeo"—and that just isn't fair!

But traffic and rodeos aside, Joe, you've got a good show in "Haggis Baggis"—and this is the first time this summer I've felt moved to make that statement about any new quiz.

★ ★ ★

OPEN LETTER to a guy named Jack . . . Dear Mr. Barry: I watch your "Twenty One" show on NBC pretty regularly. I used to watch it every week—but then it started getting a little dull.

Then it got kind of exciting again, with that Elfrida von Nardroff knocking challengers off like so many pricked balloons and wining a quarter of a million dollars and all that.

But you know something, Jack, around our house—and other houses whose inhabitants I've talked to—people now are rooting hard for Mr. Leicester to win.

Somehow Elfrida's becoming old hat. Or maybe it's just that a woman can't wear the mantle of invincibility quite so appealingly as a Charles van Doren.

★ ★ ★

WHATEVER it is, it's brought some of the nerve-wracking tension back to "Twenty One" — having Miss N. and Mr. L. caught in their sixth tie and scheduled to meet again with the stakes up to $3,000 a point.

You know, $63,000 is a lot of money to have riding on one game—as your contestants will next Monday! And, if there should be four more tie games between these two, Elfrida will stand to lose $105,000—close to half her winnings!

What's more, she's getting nervous in the booth—you can see it. Finally, she's up against the first personality-packed competitor she's yet encountered.

★ ★ ★

ALL THIS adds up to a rare situation for a show like yours, Mr. Barry, for usually the end of a reigning champion's appearances is a dreadful hurdle for a "Twenty One" type show to leap; and the end of a winning streak is always unhappy for the losing "champ."

However, taxes being what they are, and the stakes rising with each tie as they do, Elfrida is fast approaching the point where she's GOT to lose to win.

Also, with challenger Leicester's personality, and the viewer satiation with feminine invincibility setting in, all parties concerned stand to profit by Elfrida's losing —and all concerned face a loss if she wins.

As the man in "The King and I" used to sing, "Is a Puzzlement." Is, also a situation which I suspect is unique in quiz show annals.

★ ★ ★

GOOD NEWS: Ted Mack's Original Amateur Hour will move to CBS-TV, beginning Oct. 26. While the 4:30-5 p. m. time allotted isn't the best for this show, at least the show HAS been saved from the obliteration which NBC-TV tried to force it into. Chalk up another victory for viewer tastes.

★ ★ ★

PROFESSIONAL Viewer's Notebook: CBS-TV has confirmed my prediction of a month or so ago that Ed Murrow would dive into the coming TV season with a new weekly show.

The show, titled "Small World," will be an unrehearsed "discussion" among three widely diverse personalities, in different parts of the TV-reachable world . . . sort of a "Wide Wide World" panel show.

Speaking of CBS-TV newsmen, Moscow correspondent Daniel Schorr, currently in the U. S., has been refused a re-entry visa to the Soviet Union.

CBS also has lined up the Pultizer Prize-winning play, "Harvey," for Sept. 22 premiere of next season's series of DuPont Shows of the Month. The same network also has added another "All-Star Jazz Show," complete with Louis Armstrong, Anita O'Day and Les Brown, for fall's "special" show schedule. This one is slated for 9-10 p. m. airing Nov. 10.

SEP 12 1955

Janet Kern

NBC London Chief Wheeler Operates Throbbing Bureau

LONDON—This city is a major outpost of American TV. And among the best organized, bustling hubs of activity are the London bureaus of the U. S. networks.

NBC and CBS both maintain bureaus in all major foreign cities.

In the good old days of radio, a European bureau of a network was devoted exclusively to news reporting and broadcasting. But TV, spectaculars and world trade have changed all that.

Today, what the U. S. embassies are to the State Department, the foreign bureaus are to U. S. networks. And with no reflection on our diplomatic corps, it's doubtful if any single envoy is called upon to be as versatile, all-knowing and all-doing as network bureau chiefs here are called upon to be.

NBC's London chief, Romney Wheeler, has had to become a graduate lawyer—for he is no longer "just" a reporter. He handles contracts for NBC program sales to British broadcasters; signs English stars and sites for U. S. shows; deals with English unions when our stars, like Bob Hope, decide to film shows here for their NBC-TV programs, etc.

Under Wheeler's wing come Britain-set segments of "Today," "Monitor," "Wide, Wide World," "Project 20," etc. It was Wheeler and his staff who made arrangements for the filming of NBC's upcoming "India" documentary; gathered news film for "Nightmare in Red"; arranged for the filming of the forthcoming "Rebirth of Vienna."

* * *

AT THE MOMENT we conversed, Wheeler had a cameraman in Morocco filming the uprisings there; another man was en route to Israel to cover the border tension and, at the same time, he was handling the sale of NBC's "Meet the Press," "Youth Wants to Know," Roy Rogers, Hopalong Cassidy, et al to the new British commercial TV stations.

In his "spare" time, he views the British shows that BBC would like to sell to NBC.

There was a time a man like Wheeler knew one master—the network head of news and public affairs.

But today he reports to NBC's Davidson Taylor (v. p. in charge of news and special events); news chief Bill McAndrew, program chief Dick Pinkham, TV network head Tom McAvity, plus the legal de- ment and publicity depart- (for which he writes and postcards of re- S. TV ritics when shows of a European flavor as in the offing).

* * *

OF COURSE, Romney Wheeler IS a reporter and the London bureau of a network still is charged, with covering news as it emanates from his beat.

Whatever the demands of TV, Wheeler and his staff are not among those to whom radio is permitted to be a fifth wheel.

"How many radio shows would you guess we did in the first sixth months of the year before 'Monitor'?" he wondered wistfully. It was close to 400!

Being a tactful executive and lawyer to boot, Wheeler merely looked enigmatic when I voiced my pet complaint that the news reports from European capitals are sorrowfully misplaced in their present early morning spots. It long has been my unheeded theory that these shows belong in the dinner-hour period where they held national attention during the war.

But another U. S. networker turned to Wheeler and commented:

"She sure has something THERE!"

* * *

WELL, WHETHER Wheeler and various network radio chiefs agree or not, I wish they'd forget their tape-recordings and graveyard listening hours and give us back "live," on-the-spot European news reports like the wartime type offered by Ed Murrow, William L. Shirer, Charles Collingwood and Eric Sevareid type, at the dinner hour.

It seems criminal to me that Wheeler's staff and their CBS equivalents are turning out 800 or more broadcasts a year . . . only to have them buried at unlistened-to-hours in unfindable spots, like that mish-mash labyrinth called "Monitor," or in tape-recording cans "for rebroadcast at a more convenient time."

TV shows may come and flop, spectaculars may sparkle or sputter, but the world remains a volcano.

Stars may be born or die aborning, but the Romney Wheelers and the rest of the network European bureau men sit on top of that volcano. They're rarely heard and never remembered when shiny award plaques and statues are handed out. To them falls the labor . . . to the ham actors goes the glory.

Janet Kern:

'Hansel and Gretel' Drab Show; 'New' Betty Hutton Terrific

A SUNDAY dinner table silence at our house was broken by words in which all of our viewing circle could happily concur, to wit:

"I hope there's something decent on TV tonight . . . there wasn't a decent show last night or all this afternoon!"

Certainly Saturday night's TV fare WAS pretty drab and Jo Stafford's "Club Oasis" offering did nothing to relieve the monotony.

As for Sunday afternoon, most of that valuable time (leisure time for some folk, I hear) was, theoretically, dedicated to watching "Hansel and Gretel" being taken over the electronic coals.

Yasha Frank, who created and wrote NBC-TV's version of this fairy tale, is of the publicly expressed opinion that "Hansel and Gretel," in its customary form, is a pretty dreadful story. This has been my opinion ever since the days it used to frighten me out of my childish wits.

★ ★ ★

FEELING thus, it would seem sensible simply to bypass the whole idea of doing "Hansel and Gretel" on TV, instead of taking the liberty of making the cruel stepmother a kindly, praying mother and the witch a "comical" old crone so obviously Hans Conried that no one could possibly have a moment's frightened illusion.

The latter course, however, is the one Frank chose to follow, in fact, he followed it so far that he turned his whole mish-mash into an incredible caricature, complete with a talking "horse" (two men dressed up in masquerade party fashion), a moronic elf and heaven only knows what else.

I say "heaven only knows what else" because, what with all the above-mentioned nonsense, Rudy Vallee's inability to remember his lines or mouth them intelligibly, and an over-all aura of an 8th-grade class play, Frank's little black and white spectacular, frankly, didn't hold my attention very long!

★ ★ ★

AFTER THIS brief—but drab — experience with "Hansel and Gretel," it took me a while to get back into an even mildly TV-receptive mood.

So I missed both Ed Sullivan and Steve Allen (a trick not often turned except by those who watch "Maverick") and thereby missed, according to my familial viewing assistants, one of the finest and funniest bits of satire in some time.

If the Claudette Colbert-Steve Allen take-offs on the Loretta Young, Dinah Shore and Jack Paar shows were half as funny on TV as they were in the recounting in our living room, they must have been side-splitting!

★ ★ ★

EVEN 90 minutes after "Hansel and Gretel" had faded back into the pages of Grimm's Fairy Tales (licking their wounds, no doubt) my personal inclinations were bent toward almost anything except more TV and almost any TV rather than Betty Hutton's familiar slap-bang-crash comedic calisthenics.

But, with the knowledge that there always and invariably is a deadline in my future, I swallowed my inclinations and turned on the color TV set.

Right here, let's be frank (not Yasha) and confess that there's something a little prejudicial about a TV columnist turning on a TV set in my Sunday night frame of mind and under the pressure of several pages of very blank paper upon which next week's check depends.

This is the ONE area in which performers could rightfully holler "unfair" at critics — if performers could ever think in such practical terms instead of in terms of personal dislike, ignorance of "our show business" and such balderdash.

HANS CONRIED
Too easily recognized.

But, to get back to Betty Hutton and the "Chevy Show"—over which she presided in Dinah Shore's absence—despite my mood, my distaste for most previous exposures to Hutton-style performing, etc., here was a show to rank with the best of the "Chevy Shows" (which, in my book, means the best of TV variety shows!).

★ ★ ★

MIYOSHI UMEKI was delectable; Louis Prima and his Keely Smith (Mrs. Prima) were captivating; George Sanders was pretty stiff and stuffy—but he wasn't on much. The sets and costumes were beautiful and the script was scintillating.

As for the star of the show—there before my weary and disbelieving eyes stood a whole new Betty Hutton . . . as ladylike (and almost as warmth-exuding) as Dinah Shore herself; as graceful in body, arm, hand and foot movements, as a premiere ballerina; as beautiful and beautifully gowned as any star ever to grace a color screen!

Who worked this miracle-like transformation, and how, I don't know—but whoever and however, it was a great service to Miss Hutton; a delightful revelation and unexpected 60 minutes' pleasure for this viewer; and a valuable star "discovery" for TV.

★ ★ ★

AD-LIB-NOTES: CBS-TV has bought Ernest Hemingway's "For Whom the Bell Tolls" for TV adaptation and presentation under the guiding hand of Fred Coe—who guided "The Red Mill" to its recent disaster.

WNBQ on May 19 plans to replace the daily Howard Miller colorcast with a musical co-starring Barbara Becker and Mike Douglas . . . the only elements of the "Club 60" fiasco (which Miller replaced) whom viewers seem to miss.

Tomorrow night WBBM-Radio will repeat Ed Murrow's study of juvenile delinquency (just what was suggested here last week). If you missed the original broadcast, you can hear it Wednesday from 8:35-9:35 p.m.

NOV 24 1955

Janet Kern:

It's Appropriate Day to Give Thanks for Wonders of TV

TO BORROW A PHRASE from Norman Ross, this is the day for thanksgiving . . . and from whom should gratitude flow more freely and abundantly than a professional viewer?

Let's face it: This job is a pretty good one. We who write about TV and radio do just what everyne else in this TV-blessed land does . . . but we get paid for it.

Our working conditions are superb—a comfortable couch, a TV set and an electric outlet ("ee-lectricity costs less today, you know, than it did 25 years ago").

★ ★ ★

THE POLICE reporter may have dangerous moments on his beat; the political reporter may have seasons when his subjects aren't campaigning, but the professional viewer has the world constantly flowing into his living room.

The drama critic and the gossip columnist must plow through heat or snow to contact entertainment and entertainers, while the TV editor reclines and turns a knob.

Viewers not paid for their viewing pleasure, of course, also have cause for gratitude. For TV is a medium which allows the most far-flung and home-bound viewers to see, face to face, such entertainment greats as Jack Benny, Jimmy Durante, Mary Martin, etc. This is a medium in which the little man can and does have his say and his day.

★ ★ ★

TV GIVES US "$64,000 Question" a great show not because it gives away money, but because it demonstrates that ordinary folk have special talent, extensive knowledge and warm lovable personalities.

This is a medium on which Ted Mack and his amateurs can't be downed. Lawrence Welk rides high in spite of the contempt of Broadway sophisticates.

This medium brings the genius of Walt Disney to every living-room spectator; in one year in it. NBC comes up with a long-striving comedy genius like George Gobel and, the next year, CBS uncovers another long-striving comedy genius like Phil Silvers.

★ ★ ★

TV INTRODUCES the most humble of us to the great minds and personalities of our time, via such extraordinary shows as NBC's "Interviews With Elder Wise Men" and CBS' "Person-to-Person" . . . two shows which, by themselves, would be worth the price of a set.

JIMMY DURANTE
Worthy of viewers' thanks.

Think, for a moment, of the fuss we make—and rightly so—over those of our elders who actually saw or heard Abraham Lincoln, Thomas Edison, or other great men of the past.

Yet, who among today's children has NOT seen President Eisenhower, Harry Truman, Dr. Salk, and countless other contemporary makers of history?

All of us who own sets have much reason to be grateful to and for TV—its shows, stars and executives.

Indeed, to strike a strange note for this column, this seems the moment to admit that all of us—and I particularly—owe much to many men BEHIND TV.

It often is my harsh duty to blast network arrangements for corporate sins reflected on our screens. But in the long run, it is a profound comfort to have so powerful and limitless a medium as TV largely in the hands of men of extraordinary character, integrity and brilliance.

ABC's Leonard Goldenson, Robert Kintner, John Daly; CBS' William Paley, Frank Stanton, Jack van Volkenburg, Ed Murrow, Lou Cowan; NBC's Gen. David Sarnoff, Robert Sarnoff, Emanual Sacks, Dave Taylor, Jules Herbuveaux, Henry Salomon, etc., are rarely counted, by most of us, as objects of gratitude—but they should be.

These are men blessed with better minds and greater efficiency than most of us, yet they work hours which would appall ordinary folk. They are men of vision, courage, genius and wealth . . . yet they surrender home life and relaxation, and toil ceaselessly so we can comfortably watch TV with our families.

★ ★ ★

TOMORROW we can — and probably will — tear into the works of these broadcasting giants with our customary lack of mercy.

But today these particular network executives should get the public gratitude they deserve. For they are entitled to heartfelt thanks . . . thanks from all viewers for the fare they have brought into our lives . . . thanks from me, particularly, for the lovely job their industry has opened to me, and their patience and unceasing help, and, above all, for the privilege of knowing them. That really is the greatest reward of this job.

My thanks to you for YOUR patience, even when dyspepsia warps my judgment; for the letters you write, knowing how much I long for mail; for every copy of THE CHICAGO AMERICAN you buy.

Have a happy Thanksgiving . . . and don't foget "Assignment: India" from 4-5 p. m. on Channel 5.

What Danny Kaye Has—TV Needs

His Enthusiasm Is Contagious

Continued from Page 1.

went to Leo and said . . . are we good friends? Would you do almost anything for me? OK, then lemme pitch in the World Series! I guarantee you Leo wouldn't have let me pitch against Cleveland.

"Where does friendship end? Sure we're friends. But as a man in business, I say if Leo's company offers me advantages other companies don't, then I'll go with them.

"I don't necessarily mean money or clauses but if they offer something that interests me, then I'll go with Leo's company . . . or any company that offers something that interests me."

★ ★ ★

DANNY turned back to his glass of prune juice and the familiar remarks about not being interested in TV right now.

But sometimes woman's intuition does its stuff, and something inside my TV-geared cerebellum egged me on to search out what it was that a network could offer to "interest" Danny Kaye.

After all, I know a network or three, and in the past, being helpful hasn't exactly impeded later efforts to obtain news.

Any reasonably intuitive woman knows, of course, that you don't get anything out of a man by asking a direct question. You let him ramble on and quietly steer him towards the proper goal. Danny Kaye rambles well.

★ ★ ★

WE DISCUSSED prune juice, the fact I'm an old maid, the furniture in his suite, and his Dec. 2 TV show.

"We shot 22 hours of film, all over the world. In one hospital in Italy there was a little kid in the polio ward who told me he wanted to sing. I said 'O.K.' so he laid down the crutches and leaned up against my shoulder and started to sing—complete with gestures. It's a howl.

"I wandered around with the microphone strapped to my body and we filmed on the spot. We didn't say 'I'll say this and you say that . . .' we just shot then and there, and with kids you get fabulous stuff that way.

"We've got one song we did in 14 countries, and we'll montage for you, from one country to another and I defy any genetic expert to tell me which kids are from which country . . . let them find the Italian 'type' or French 'type' . . . they'll learn that all kids are alike.

★ ★ ★

"WE THOUGHT right away of Ed Murrow because he does this sort of thing like no one else. I went up to see him and in 10 minutes we had two camera crews—11 people with us.

"Ed picked up the 'phone and called Bill Paley — to Paley's everlasting credit— and he said 'Bill, we can have Danny Kaye for a 90-minute 'See It Now' and you should have heard Bill . . . and then Ed said, 'there's just one thing — nobody gets any money.'

"That's the one thing I insisted on. Nobody, Mr. Murrow, Mr. Friendly, Mr. Kaye, Mr. Paley — nobody makes a cent on this show. It didn't take Bill Paley two minutes to say 'O.K.'

"I don't know . . . this may be the thing for me in TV. It's interesting . . . letting people see me dance with 40 lepers and find out leprosy isn't the dread disease they thought it was; showing them that kids are alike all over the world; . . . that's interesting.

"Showing a WHOLE VILLAGE doomed to blindness —and I don't mean 10% of a village, I mean 100% of 2,000 people—and showing how they're saved from blindness. That's interesting. That's something I can feel enthusiasm for."

★ ★ ★

AND THERE, perhaps, I had my answer to what

More Than a Job to This Comedian

sort of project and program can interest this serious minded comedian enough to lure him into TV.

But, more important, I suspect that Danny Kaye inadvertently came up with a pretty good answer to what's been so un-right with TV lately.

"That's something I can feel ENTHUSIASM for," Kaye had said — summoning memories of the earliest days of TV, when a handful of us were eager pioneers in a medium aborning . . . earning our bread in radio and getting our kicks "playing with" TV . . . the days of the famed "Chicago School" of TV, which was really nothing more than a close-knit fellowship of TV'ers who substituted enthusiasm FOR their work for money to spend ON it.

The young, eager neophytes who pioneered TV into existence have become veterans with families to support, reputations to protect, and experience to call upon in place of enthusiasm.

The work they once found so thrilling and filled with the unexpected has become routine and mundane and the results of that work have become similarly mundane.

It will be nice for whatever network eventually gains Danny Kaye's talent and name. But it is of more immediate urgency for TV to regain the enthusiasm which once made it irresistible to performers and viewers alike.

6:00 TONIGHT

YOU ASKED FOR IT

Channel 7

Some of the strangest sights you've ever seen! Tonight: an icebreaker at work, money being burned, an incredible rodeo act, and more! Art Baker is host.

abc

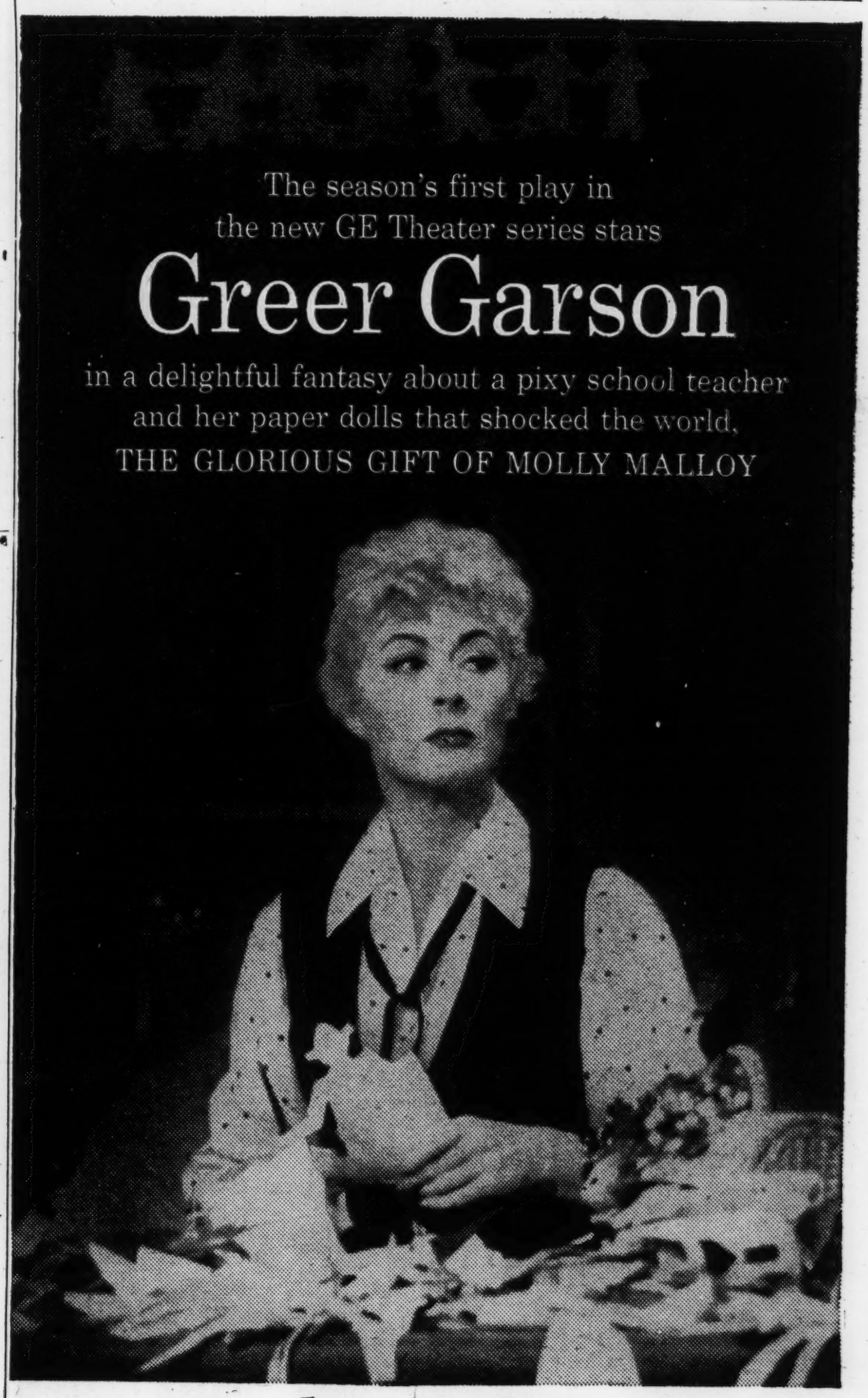
WBKB • ABC TELEVISION NETWORK

The season's first play in the new GE Theater series stars

Greer Garson

in a delightful fantasy about a pixy school teacher and her paper dolls that shocked the world,

THE GLORIOUS GIFT OF MOLLY MALLOY



tonight at 8 channel 2 CBS Television

TV Weekly ROUNDUP

SWINGING ALONG with a purposeful stride are Danny Kaye and his daughter, Dena (named for Danny's recording of the song "Dinah"). The entertainer, here for an engagement at the Shubert Theater, dropped a clue to what he wants in TV in an interview with Janet Kern. Key word is "ENTHUSIASM."

Finds Danny an O Kaye Guy

Janet Kern

FOR QUITE SOME time now I've been puzzling over the fact that TV has, somehow, seemed to have something troubling it. There were years when TV was a glittering, exciting, wonderful medium . . . and there have been years when it has been an almost totally "off-the-track" medium.

Recently, however, while nothing has been very wrong with TV, nothing has seemed very right, either, and why this should be has been a puzzle.

The other day I may have found the answer in the course of a lunch-table conversation with Danny Kaye. Frankly, my experience with Mr. Kaye has been somewhat limited.

There was a chance encounter at a packed and somewhat unpleasant cocktail party, some years ago . . . but Mr. Kaye and your girl (well, her mothers' girl, anyway) share an unfriendly aversion to cocktail parties. On that occasion, someone introduced: "Danny . . . Janet Kern . . . she's a TV columnist."

The cocktail-canape-and-question harried Mr. Kaye replied:

"If you want to know when I'm going on TV, the answer is some day, but I'm in no hurry."

With that he turned away and so did I and we didn't exactly get to know each other by the cocktail party route.

★ ★ ★

SOME TIME LATER, in the doorway of New York's "21" restaurant, a group, which included me, was on the way out as another, led by Kaye and including his good friend, and mine, Robert Merrill, was coming in. Merrill and I stopped to talk and Bob introduced: "Janet . . . Danny Kaye."

Danny smiled bewitchingly and said: "H'd'ya do . . . come on, Bob, I'm hungry."

Being the literate type, of course, I have kept up on Mr. Kaye's plans through my spectacles. I've read all the "inside reports" that, because he's such a close friend of Max Liebman, "if anybody gets him for TV, Max will"; that "Max has secretly signed Danny Kaye"; that "NBC has Danny Kaye signed"; that "Danny Kaye is determined to remain a hold-out from TV," etc.

★ ★ ★

SEVERAL MONTHS ago, I had the satisfying pleasure of revealing that Kaye and Ed Murrow had gotten together on a one-shot 90-minute TV show filmed during Kaye's recent 14-country tour for the UN.

It was this Dec. 2 TV show which led to my luncheon meeting with Danny, at his Ambassador East suite, a week ago. But, before we got into discussions of this upcoming TV show, I mentioned having read that Leo Durocher had spent the previous weekend in Chicago trying to sign Danny for NBC.

"There's as much truth in that report as there is in the one that Durocher signed with the Cubs," Danny grunted. "Just because Leo and I are close friends . . . CLOSE friends . . . everybody says, 'if anybody gets Danny, Leo will.'"

"You know what I tell them? I say . . . suppose I

Continued on Page 8.

NEW SHOWS

SUNDAY

Circus Boy, 6:30 p. m. (5)—Filmed adventure series starring Mickey Braddock as an orphan adopted by a traveling circus at the turn of the century.

MONDAY

The Adventures of Sir Lancelot, 7 p. m. (5)—Dramatized legends of the bravest knight of King Arthur's Round Table with William Russell in the title role; seen three out of four Mondays.

Stanley, 7:30 p. m. (5)—Live comedy series starring Buddy Hackett as a newsstand operator in a plush New York hotel; seen three out of four Mondays.

TUESDAY

Broken Arrow, 8 p. m. (7)—Filmed series based on the history of the Apache Indian wars of the 1870s with John Lupton and Michael Ansara.

SATURDAY

Oh! Susanna, 8 p. m. (2)—Filmed comedy series starring Gale Storm with Zasu Pitts and Roy Roberts.

RETURNING SHOWS

SUNDAY

Jack Benny Show, 6:30 p. m. (2)—Comedy series; alternating with Private Secretary.

G. E. Theater, 8 p. m. (2)—Greer Garson in "The Glorious Gift of Molly Malloy."

Notre Dame Football Films, 10-11 p. m. (7)—Previous day's games described by Ed "Moose" Krause, athletic director, and Jack Jordan, head basketball coach at Notre Dame; 11-week series.

MONDAY

Studio One, 9-10 p. m. (2)—Robert Cummings in "A Special Announcement."

TUESDAY

Warner Brothers Presents—Clint Walker in "Cheyenne," adult-Western series.

WEDNESDAY

Arthur Godfrey Show, 7-8 p. m. (2); color.

This Is Your Life, 9 p. m. (5); color.

THURSDAY

You Bet Your Life, 7 p. m. (5)—Quiz with Groucho Marx.

Dragnet, 7:30 p. m. (5)—Filmed detective series with Jack Webb.

SATURDAY

Jackie Gleason Show, 7-8 p. m. (2)—Gleason returns to live production.

INSIDE TODAY

★ CHICAGO'S most complete log.
★ TV from Hollywood. Page 2.
★ BIRTHDAYS of the stars. Page 6.
★ TV QUESTIONS, answers. Page 7.
★ AUDIENCE SHOWS. See Page 2.
★ RADIO PROGRAMS—Page 7.
★ FAN CLUB CORNER—Page 2.
★ TV PROGRAM HIGHLIGHTS for the week.

OCT 9 1956

Janet Kern:

Murrow's Suez Show Tops; WWI 'Project 20' Subject

FOR ITS SEASON premiere Sunday, "See It Now," presented as searching, illuminating and unhysterical an examination of the Suez Canal crisis as most laymen are likely to get.

"See It Now" is precisely what its title implies—a documentary which documents current events.

Fortunately, Ed Murrow and his partner, Fred Friendly, are well aware, as Murrow pointed out to me some years ago, that "anyone who thinks he can get all the news or really know what's going on from TV and radio is crazy and uninformed."

Consequently, "See It Now" makes no attempt to be a "news show"—instead it explores the story behind the news . . . the background of current events rather than the events themselves.

But even such background feature material is hard to cope with on film—for stories change and foreground becomes background while the film is in the process of being processed.

★ ★ ★

FOR INSTANCE, for Sunday's show, Murrow and Friendly filmed an interview with British Foreign Secretary Selwyn Lloyd late Thursday night. Then they spent Friday, until 3:15 p. m., as Friendly told me somewhat pensively, trying to "cut two hours of Lloyd down to 10 minutes for the show."

At the same time, the "See It Now" staff was—and is—toiling over the Dec. 2 show, which will air Danny Kaye's UNESCO-tour films. Friendly told me:

"If that show isn't great it will be our fault, for Danny certainly did his part. We could use all 22 hours of his film, it's that great!"

Well, if the Kaye show proves as good as Sunday's Suez Canal study, then this viewer will be more than satisfied.

ED MURROW
Suez show excellent.

★ ★ ★

WHILE MURROW and Friendly are busy covering CBS with documentary glory, Henry Salomon and his "Project 20" staff are just as busy doing the same for NBC.

"Project 20" is concerned with documenting the past. This gives Salomon the advantage of dealing with a story which is over and unable to change while his film is in the developer, but it also gives him decided problems.

Salomon has the headache of finding "new" old films where no one knew it existed and making that film, however old, clear and viewable. He also has the problem of making history dramatic and interesting despite the fact that viewers know "how it ends."

★ ★ ★

THESE SUPERB NBC documentaries, moreover, are burdened by the top-heavy, express - nothing title, "Project 20" (supposedly drawn from the fact these shows deal with the 20th Century).

This, no doubt, is a residue of the pompous days when NBC was given to such meaningless projects and nomenclature as "Operation Frontal Lobe," "Operation Saturation," "communicators" in place of m. c.'s, "centrals" instead of studios, etc.

"Project 20" suffers, too, from the remains of pomposity in the network's public pronouncements, which seem bound to give the impression that "Project 20" is a dull, dry, pointless classroom lesson in nothing.

Next Tuesday, for instance, at 7 p. m. NBC will air the first "Project 20" film of the season—"The Great War."

This will be a 60-minute reliving of World War I, showing the motorized march of Paris' taxicab army, the slaughter of the Somme, gas warfare in horrifying action, the first airplane battles, Kaiser Wilhelm, Marshal Foch, Gen. Pershing, etc. . . all in 1914-1918 films culled, as is Salomon's custom, from freshly discovered sources on both sides of the Iron Curtain.

★ ★ ★

DESPITE THIS highly emotional, human material, an NBC press release managed to make "The Great War" sound about as intriguing as castor oil and as understandable as a volume of Sanskrit by trumpeting:

"The Great War is the story of the tremendous turning point . . . which saw the U. S. burst out of isolation and onto the world stage in the focal point!"

But past performances have demonstrated that Salomon and his "Project 20" staff can overcome any disadvantages — including such boring gobbledygook.

This staff proved itself the master of history, showmanship, viewers and all handicaps when "Nightmare in Red" equaled the rating of "$64,000 Question," with which NBC was unwise enough to force this great show to compete with (beat THAT for disadvantage if you can)!

★ ★ ★

INVARIABLY, "Project 20" films have been a sensation among those viewers alerted by columnists dedicated to beating the drums for these extraordinary shows, and those viewers have then talked about the shows — and the network has, in the end, been forced to reshow them.

The same process seems likely to be in the offing for next Tuesday's "The Great War." And the same probably will be true of December's 90-minute "Call to Freedom," which Salomon's staff finished last Thursday.

This film, the "Project 20" staff tells me, "uses Austria as a symbol for enslaved countries and uses Beethoven's 'Fidelio' as narration . . . a successful experiment, we think, in advanced TV."

★ ★ ★

THERE IS, of course, no lack of publicity behind the Ford Foundation's TV contribution to education, entitled—even more pompously than "Project 20"—"Omnibus."

For its season premiere Sunday, "Omnibus" turned itself over to Leonard Bernstein for an intriguing, informative, decidedly unpompous 90-minute lecture on the development of American musical comedy.

Bernstein is a superb lecturer, ranking with the best academicians of my experience, and he provided a fine show—but a show which was 30 minutes too long and burdened by the dreadfully inept lighting and camera-work which still handicaps live telecasts on ABC.

APR 4 1957

Press Clippings

Janet Kern:

'See It Now' on Poland Shines; Why Is Merrill on 'Challenge'?

BECAUSE PAST "See It Now" telecasts so often have left viewers unacquainted with the people of countries explored, a word of praise is due last Sunday's production.

That Ed Murrow report on Communist Poland concentrated on the nation's people—how they live, their opinions, their mode of dress, mannerisms and attitudes.

We heard from several Polish journalists and at the end of the show witnessed what Murrow frankly described as a "necessarily limited" interview with the Polish prime minister.

It was the most revealing and fascinating "See It Now" in several TV seasons. Murrow and partner-producer, Fred Friendly, deserve credit and thanks from CBS and viewers.

★ ★ ★

"$64,000 CHALLENGE"

is high on the list of shows without which I can, and usually do, exist nicely.

There are, some die-hards in our viewing circle who delight in watching viewer-rejected shows or shows on their way down the scale of popularity. So "$64,000 Challenge" has its innings in the Kern menage.

When our die-hardest viewer alerted me Sunday that my good friend, Robert Merrill, was appearing as a challenger, it seemed a requirement of loyalty to watch this incredible half-hour.

Why a Metropolitan Opera star of Merrill's stature should stoop to "$64,000 Challenge," I can't imagine. A most literate singer could go down in defeat on complex questions on operatic history which a book-expert layman might answer with ease.

The situation is comparable to a highly educated adult trying to pass a sixth-grade examination. Few could do it because sixth-grade textbooks are crammed with details which later knowledge force into mental limbo. For Merrill to prove less expert in his field than an amateur could hardly fail to reduce his

EDWARD MURROW
His program applauded.

stature in the eyes of viewers.

Conversely, should Merrill beat Mike Della Rocca, well, Bob is a professional and in our American conception of sportsmanship, pros aren't supposed to compete with amateurs. 'Tain't cricket and 'tain't conducive to popularity.

Of course, the probability that challengers will beat champions on this show is slim, the way the question cards are stacked. The m. c. reads a question to both contestants, then he "turns off" the earphones of the champion, leaving him in pleasant solitude, to figure out his answer while the challenger struggles to reply first. The longer the challenger hesitates, the more time the champion has to think!

★ ★ ★

CBS-TV IS sending out neat notes to professional viewers, requesting the privilege of "imposing upon" us in "the particular instance" of the Apr. 8 premiere of the Jimmy Dean show, which will replace Will Rogers Jr.'s "Good Morning."

"The network," notes declare, "is extremely anxious to see reviews on this specific show."

These little pleas don't mention that "the network" is also extremely anxious for some support for its abandonment of "Good Morning."

When Arthur Godfrey first persuaded the CBS-Radio network to give him a fling at national broadcasting, he insisted the contract guarantee him a full year on the air, regardless of his ratings.

When "Today" bowed out of NBC-TV several years ago, and I joined the TV column tribe in panning it from start to finish, Arthur warned me I'd gone out on a shaky limb. Telling me about his insistence on a full year's trial, he advised:

"Nothing can build an early morning audience in much less than a year—and anything will be popular in the early morning if it's left alone for a year. Early morning radio-listening and TV-viewing is nothing but habit. It takes a year to acquire the habit and after that the habit makes even a bad show a success."

"Good Morning" was born on Feb. 20, 1956. The Nielsen rating of Feb. 23, 1957—one year and three days later—showed the Will Rogers show with 40.2 per cent of the audience, as compared to 38.2 per cent watching NBC's entrenched "Today!" By the time that report was on executives' desks, CBS already had said an official goodby to "Good Morning!"

Now those executives are anxious to see reviews of the Jimmy Dean show, for they want someone to tell them they did right in prematurely replacing "Good Morning."

★ ★ ★

AT 8:05 TONIGHT International Harvester will celebrate the 50th anniversary of its trucks division with a "spectacular"—on RADIO! What's more, the company has sent out pages of publicity emphasizing the superiority of radio over TV as a broadcast means of reaching most Americans with its party.

Alfred Drake, Mimi Benzell, Harry Sosnick, the Ray Charles Singers, Dick Hyman and a galaxy of stars will present the most beloved music of the past 50 years, ranging from Franz Lehar to Cole Porter, Gilbert and Sullivan to Arthur Schwartz, Rodgers and Hammerstein to calypso.

The evening of musical fun will be aired over NBC (WMAQ) from 8:05 to 9 p. m.

Television

WBBM-TV, Channel 2—WNBQ, Channel 5
WBKB, Channel 7—WGN-TV, Channel 9
WTTW, Channel 11

(L)—live shows; (F)—filmed programs; (C)—colorcasts.

6:30 P. M.
2—**SGT. PRESTON OF THE YUKON:** Adventure series starring Richard Simmons; Sgt. Preston aids boy recover stolen dog (F)
5—**DINAH SHORE SHOW:** Musical (L)
7—**THE LONE RANGER:** Western adventure: The Lone Ranger prevents murder of visiting prince in "The Prince of Buffalo Gap (F)
9—**LLOYD PETTIT:** News (L)
11—**AMERICA LOOKS ABROAD:** Series on world problems; "The Colombo Plan" (F)

6:45 P. M.
5—**NBC NEWS:** With Chet Huntley and David Brinkley (L)
9—**BRICKHOUSE AND LYON:** Interviews and chatter with Jack Brickhouse and Herb Lyon (L)

6:55 P. M.
9—**THIS IS THE DAY:** With Norman Ross; "Houdini" (L)

7:00 P. M.
2—**BOB CUMMINGS SHOW:** Situation comedy, with Rosemary deCamp; Schultzy hires a secret suitor for herself in attempt to arouse interest of her boss (F)
5—**GROUCHO MARX SHOW:** Comedy quiz (F)
7—**CIRCUS TIME:** Children's variety show, with Paul Winchell, ringmaster (L)
9—**CROWN THEATER:** Drama, "The Host"; fugitive from the law forces man to invite him into his home as guest (F)
11—**HISTORY AROUND US:** Episodes from Chicago's past; "Highlights and Curiosities" (L)

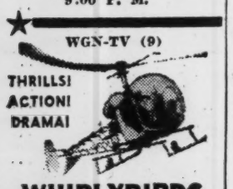
7:30 P. M.
2—**CLIMAX:** Hour drama, "Don't Touch Me," starring Shelley Winters, Warren Stevens, Mildred Dunnock and Henry Silva; girl who witnessed murder as a child believes she sees same man murder again 20 years later (L)
5—**DRAGNET:** Drama taken from files of Los Angeles police, starring Jack Webb; police set trap for ring of car thieves (F)
9—**DANCE FOR DOLLARS:** Musical quiz with Eddie Hubbard, m. c. (L)
11—**ROAD MAP:** Travel series; "Flight to the Sun Country," the Southwest

8:00 P. M.
5—**PEOPLES CHOICE:** Situation comedy, starring Jackie Cooper, with Patricia Breslin; Sock stands to win $5,000 on TV quiz if he can date beautiful girl for week without becoming romantically involved (F)
7—**DANNY THOMAS SHOW:** Situation comedy; nurse refuses to let Danny visit Rusty in hospital with measles in "Danny Meets Kathy" (F)
9—**LIBERACE:** Piano music (F)
11—**TICKER TAPE:** Series on the function of the stock exchange and the nature of common stocks; "U.S. Steel Corporation" (L)

8:30 P. M.
2—**PLAYHOUSE 90:** 90-minute dramatic series; "Clipper Ship," starring Charles Bickford, Jan Sterling, Steve Forrest and Helmut Dantine; political prisoner being returned to his own country to die makes escape with help of woman owner of ship transporting him (F)
5—**ERNIE FORD SHOW:** Variety show, starring Tennessee Ernie Ford; guest, Pat O'Brien (L)
7—**BOLD JOURNEY:** True stories of adventuresome people; "Cartoon King in Africa," behind the scenes of making movie in Africa (F)
9—**PUBLIC DEFENDER:** Dramatic series starring Reed Hadley; ex-convict gone straight is framed for robbery and murder in "Lost Cause" (F)
11—**SEARCHLIGHT ON DELINQUENCY:** Sheriff Lohman discusses juvenile delinquency with guests: "Narcotic Addiction Among Teenagers" (F)

9:00 P. M.

★ **WGN-TV (9)**



WHIRLYBIRDS
Sponsored by National Tea and Bromo Seltzer

5—**VIDEO THEATER:** Hour drama, "Adam Had Four Sons," starring Leon Ames and Osa Massen; scheming woman marries one of four brothers and causes family feuds (L) (C)
7—**AIR TIME '57:** Musical variety starring Vaughn Monroe (L)
11—**YESTERDAY'S WORLDS** "Archaeological News From Russia" (F)

9:30 P. M.
7—**MR. DISTRICT ATTORNEY:** Adventure series starring David Brian; the D. A. breaks up phoney accident racket run by crooked lawyer and beautiful girl (F)
9—**MAN CALLED X:** Adventure series starring Barry Sullivan; "X" foils Red plot to stop American A-bomb tests (F)
11—**EVERYBODY'S AMERICA:** Series on people and events of American history with Richard Wohl, assistant professor of Social Sciences at U. of Chicago: "The Camera's Eye" (L)

10:00 P. M.
2—**NEWS, WEATHER:** Fahey Flynn and P. J. Hoff (L)
5—**THE WEATHERMAN:** Clint Youle (L) (C)

TOPS TODAY

For Further Details See Log.

COMEDY-VARIETY

You Bet Your Life—7 p. m. (5).
Danny Thomas—8 p. m. (7).
Tennessee Ernie Ford—8:30 p. m. (5).

DRAMA

Climax, (suspense), Shelley Winters—7:30-8:30 p. m. (2).
Dragnet—7:30 p. m. (5).
Playhouse 90, "Clipper Ship" (adventure)—8:30-10 p. m. (2).
Video Theater—9-10 p. m. (5); color.

DISCUSSION

Victory at Sea, "Guadalcanal"—10:30 p. m. (5).

10:00 P. M.

★ **10:00 PM TV FIRST CHANNEL**

Cole-Finder presents Spine-Tingling Horror Show!
"I WALKED WITH A ZOMBIE"
starring TOM CONWAY, FRANCES DEE
Terror In The West Indies!

WBKB's MOVIETIME

★ **9 • WGN-TV**

1st RUN—10 P.M.
GREAT AS ONLY SHE CAN BE!
BETTE DAVIS

"MR. SKEFFINGTON"
with Claude Rains
An outstanding feature

10:05 P. M.
11—**TV COLLEGE:** Social Science 102. "Unit 2. Democratic Process. Lesson 20. Political Pluralism: Loyalty and Dissent" (F)

10:10 P. M.
5—**MORGAN BEATTY:** News (L) (C)

10:15 P. M.
2—**IN TOWN TONIGHT:** Musical (L)

10:20 P. M.
5—**LET'S LOOK AT SPORTS:** With Tom Mercein (L) (C)

10:25 P. M.
5—**DORSEY CONNORS:** Household hints; "Start Thinking of a Gift for Mother" (L) (C)

10:30 P. M.
4—**JOHN HARRINGTON:** News (L)
5—**VICTORY AT SEA:** The Naval story of World War II; "Guadalcanal" (F)

10:35 P. M.
11—**REDISCOVERING POETRY:** Reading by Marjorie Morgan of De Paul University; "Romantic Poetry" (L)

10:45 P. M.
2—**DON CHERRY SHOW:** Musical. Howard Miller, guest m. c. (L)

11:00 P. M.

★ THE LATE SHOW 11 PM

5—**TONIGHT:** Variety show with Jack Lescoulie, host (L)

11:45 A. M.
2—**GUIDING LIGHT:** Dramatic serial starring Ellen Demming (L)

11:55 A. M.
9—**CHRISTINE'S CORNER** (L)

12:00 NOON
2—**FRANK REYNOLDS:** News (L)
5—**ELMER THE ELEPHANT:** With John Conrad (L) (C)
7—**UNCLE JOHNNY COONS:** Children's program (L) (C)
9—**LITTLE THEATER:** Cartoons with Uncle Bucky and Uncle Ned (L)

12:15 P. M.
2—**SHOPPING WITH MISS LEE:** Lee Phillip (L)

12:30 P. M.
2—**AS THE WORLD TURNS:** Serial drama starring Don MacLaughlin (L)
5—**CLUB 60:** Hour musical variety (L) (C)
7—**LAUGH TIME:** Cartoons with Curley Bradley (L)

12:45 P. M.
9—**BABY TIME:** With Jane Warren (L)

1:00 P. M.
2—**OUR MISS BROOKS:** Situation comedy starring Eve Arden (F)
7—**SUSIE:** Situation comedy starring Ann Sothern (F)
9—**LIBERACE:** Music (F)
11—**TV COLLEGE:** "Social Science 102" (L).

1:30 P. M.
2—**HOUSE PARTY:** Audience participation show with Art Linkletter, m.c. (L)
5—**TENNESSEE ERNIE FORD:** Musical variety (L)
7—**THE UNEXPECTED:** Drama (F)
9—**MOVIE:** "Ladies Courageous," Loretta Young
11—**AMERICANA:** "Lewis and Clark" (F)

2:00 P. M.
2—**THE BIG PAYOFF:** Quiz, with Randy Merriman, m. c. (L)
5—**MATINEE THEATER:** Hour dramatic program (L) (C)
7—**MOVIE:** "Reluctant Widow," Jean Kent
11—**TV COLLEGE:** "English 102" (L)

2:30 P. M.
2—**BOB CROSBY SHOW:** Musical variety (L)
11—**TEST PATTERN:** Until 3 p. m.

3:00 P. M.
2—**BRIGHTER DAY:** Serial drama starring Blair Davis (L)
5—**QUEEN FOR A DAY:** Jack Bailey, m. c. (L)
9—**LEARNING BRINGS ADVENTURE** (L)
11—**HIGH SCHOOL PHYSICS:** "Energy, Impulse and Momentum Levers" (F)

3:15 P. M.
2—**SECRET STORM:** Serial drama starring Haila Stoddard (L)

3:30 P. M.
2—**EDGE OF NIGHT:** Dramatic series with John Larkin (L)
7—**THEATER:** Drama (F)
9—**GARFIELD GOOSE:** Children's show with Frazier Thomas (L)
11—**TEST PATTERN:** Until 4 p. m.

3:45 P. M.
5—**MODERN ROMANCES:** Serial drama with Martha Scott, hostess (L)

4:00 P. M.
2—**SUSAN'S SHOW:** Program for children, featuring Popeye cartoons
5—**IT'S A GREAT LIFE:** Comedy series starring Michael O'Shea (F)
7—**ADVENTURE TIME:** Films, with Chuck Bill, host (L)
9—**BANDSTAND MATINEE:** Musical with Wally Phillips, m. c., until 5:45 p. m. (L)
11—**STORY TIME:** With Miss Bunny (L)

4:15 P. M.
11—**FRIENDLY GIANT** (F)

4:30 P. M.

★ THE EARLY SHOW 4:30 P.M.
"6000 ENEMIES"
WALTER PIDGEON
PAUL KELLY
WBBM-TV channel 2

5—**MOVIE:** "The Groom Wore Spurs," Jack Carson, Ginger Rogers
11—**TOTEM CLUB:** Children's program, with Joe Kelly, host (L)

5:00 P. M.
7—**MICKEY MOUSE CLUB:** Features for children (F)
11—**WORLD OF MUSIC:** Recorded dinner Music (L)

5:30 P. M.
11—**OPERA HISTORY:** "Court Opera in France and England" (L)

5:45 P. M.
2—**BOB ELSON:** Sports comment and interviews (L)
9—**MAN ON THE STREET:** Jack Brickhouse (L)

6:00 P. M.
2—**JULIAN BENTLEY:** News (L)
5—**JOE WILSON:** Sports (L) (C)
7—**KUKLA, FRAN AND OLLIE:** Puppet show, with Fran Allison (L)
9—**SUPERMAN:** Adventure series starring George Reeves (F)
11—**WORLD OF MUSIC:** Recorded dinner music (L)

6:15 P. M.
2—**CBS NEWS:** Douglas Edwards (L)
5—**JACK ANGELL:** News (L) (C)
7—**JOHN DALY:** News (L)
9—**CLINT YOULE:** Weather (L) (C)

10:30 P. M.

★ **FRANK EDWARDS**
News-Analyst
10:30 P.M.
Monday thru Friday
Presented by
PABST BREWING CO.
WLS DIAL 890

10:45 P. M.
WLS—Musical Time
WTAQ—Dancing Party
WMAQ—Sports; New York Closeup
WBBM—Tony Weitzel

11:00 P. M.
WOPA—Bill Hill Show
WMAQ—News; Jim Mills
WSBC—Rhythm at Eleven
WLS—Scotland Yard
WCFL—Music 'Til Midnight
WGN—News: Vince Lloyd
WIND—Guy Lombardo

11:15 P. M.
WBBM—The Blue Note
WGN—Cliff Mercer
WMAQ—Chez Show
WIND—Bandstand

11:30 P. M.
WBBM—Music 'Til Dawn
WLS—World Tomorrow
WIND—Evening Melodies
WGN—Dance Orchestra

11:45 P. M.
WGN—Dance Orchestra

12:00 MIDNIGHT
WGN—News: Ethel Davis Show
WCFL—All Night Show
WOPA—McKies' Roundup
WBBM—Music 'Til Dawn
WIND—Night Watch

1:30 A. M.
WMAQ—Daddy-O Show

FRIDAY'S PROGRAMS

5:30 A. M.
WLS—Smile-a-While
WMAQ—Wake Up
WCFL—Dawnbuster
WJJD—Breakfast Frolic
WGN—Norm Kraeft Show
WTAQ—George Graves Show
WIND—Morning Watch

5:45 A. M.
WLS—News

6:00 A. M.
WMAQ—Chicago Calling
WOPA—Spiritual Hour
WGN—News; Eddie Hubbard
WJJD—Hope of World
WAAF—News; Monta-Gue
WCFL—Dawnbuster
WBBM—Paul Gibson
WLS—News and Weather

6:30 A. M.
WIND—Howard Miller
WLS—Dolph Hewitt
WJJD—Cy Nelson Show
WCFL—Michael Ward

7:00 A. M.
WLS—Red Blanchard
WMAQ—Chicago Calling
WAAF—News: Monta-Gue
WTAQ—Sunrise Stanley
WGN—News; Eddie Hubbard
WIND—Howard Miller
WCFL—Art Hellyer
WJJD—Cy Nelson Show
WBBM—News Roundup

7:30 A. M.
WTAQ—News; Jamboree
WBBM—Jim Conway
WJJD—400 Hour
WOPA—Polka Time

7:45 A. M.
WLS—News

8:00 A. M.
WOPA—Big Bill Hill
WLS—Breakfast Club
WMAQ—Chicago Calling
WGN—News; Eddie Hubbard
WAAF—News: Breakfast Express
WCFL—Art Hellyer
WJJD—Cy Nelson Show
WIND—Chicago Hour
WBBM—John Harrington

8:15 A. M.
WTAQ—Cliff Johnson
WJJD—Hit Tunes
WBBM—Jim Conway
WMAQ—Chicago Calling

8:30 A. M.
WBBM—Gold Coast
WJJD—Cy Nelson

8:45 A. M.
WMAQ—News
WJJD—Hit Tunes
WBBM—Josh Brady
WTAQ—RF Show

9:00 A. M.
WAAF—News, Ron Terry
WGN—McCaffrie and Gale
WMAQ—Bandstand
WCFL—Art Hellyer Show
WJJD—Carl Warner Show
WIND—Chicago Hour
WBBM—Arthur Godfrey
WLS—My True Story

9:30 A. M.
WCFL—Koffee With Karey
WTAQ—Jamboree
WLS—Here's Hollywood
WGES—Rock With Rick
WJJD—Carl Warner

9:45 A. M.
WHFC—Sig Sakowicz
WLS—When a Girl Marries
WJJD—Hit Tunes

10:00 A. M.
WIND—Windy City Time
WAAF—News; Ron Terry
WGN—Pierre Andre
WMAQ—Bandstand
WCFL—Koffee With Karey
WLS—Whispering Streets
WBBM—Carl Warner
WJJD—Record Breakers

10:15 A. M.

★ *For Fun and Awards Tune in*
TELLO-TEST
with
JACK HOLDEN
Mon. thru Fri.
WLS 10:15 A. M.
Dial 890

WJJD—Top Tunes

10:30 A. M.
WCFL—Koffee With Karey
WJJD—Carl Warner
WGN—Pierre Andre Show
WAAF—Matinee
WBBM—Eliose and Josh
WLS—News; Martha Crane
WMAQ—Weekday

10:45 A. M.
WJJD—Hit Tunes
WBBM—Howard Miller

11:00 A. M.
WAAF—News: On Mike
WGN—Compliments of Coughlan
WMAQ—News
WCFL—Top 'O' the Morning
WBBM—News
WLS—News
WIND—Windy City Time
WJJD—Sid Roberts Show

11:05 A. M.
WMAQ—John Holtman
WLS—Gabriel Heatter

11:15 A. M.
WCFL—Marriage License Bureau
WBBM—Backstage Wife
WJJD—Top Hits
WLS—Martha Crane

11:30 A. M.
WMAQ—John Holtman
WGN—Gadabout
WLS—RFD 890
WCFL—Top 'O' the Morning
WBBM—Helen Trent
WJJD—Sid Roberts

11:45 A. M.
WCFL—Marty Hogan
WJJD—Top Tunes
WBBM—Our Gal Sunday
WMAQ—The Duchess

12:00 NOON
WMAQ—Mary Merryfield
WGN—News: Norm Kraeft
WAAF—News: Marty Faye
WCFL—Michael Ward
WLS—News, Markets
WBBM—Nora Drake
WIND—Avenue of Hits
WJJD—Carl Warner

12:15 P. M.
WTAQ—Record Review
WBBM—Ma Perkins
WJJD—Tune Time

12:30 P. M.
WCFL—Bill Guthrie
WOPA—Polka Party
WLS—Prairie Farmer
WJJD—Carl Warner
WIND—Musical Highlights
WGN—Fred Waring
WBBM—Bentley, news

12:45 P. M.
WBBM—Road of Life
WIND—Record Roundup
WJJD—Top Tunes
WCFL—Dugout

1:00 P. M.
WCFL—Sports Page
WLS—Farm News
WBBM—Right to Happiness
WGN—Walt Phillips Show
WIND—Melody Album
WTAQ—Vince's Varieties
WAAF—News: Marty Faye
WMAQ—True Confessions
WJJD—Carl Warner

1:15 P. M.
WLS—School Time
WJJD—Tune Time
WBBM—Second Mrs. Burton

1:30 P. M.
WMAQ—Woman in My House
WLS—Queen for a Day
WIND—Record Shop
WBBM—Strike It Rich
WTAQ—Bill Ward Show
WJJD—Carl Warner

1:45 P. M.
WMAQ—Dr. Gentry
WJJD—Top Hits

2:00 P. M.

★ **WOPA DIAL 1490**
Fabulous McKie FITZHUGH
2-4 P. M. 12 M-4 A. M.

WCFL—Sports Page
WIND—Record Shop
WSBC—Swingshift
WGN—News; Dance Orch.
WMAQ—Five Star Matinee
WTAQ—Herb Hooper Show
WLS—Parallels in the News
WBBM—House Party
WJJD—Top Forty

2:15 P. M.
WLS—Jack Paar Show
WJJD—Del Clark Show
WGN—John Mallow

2:30 P. M.
WBBM—Young Dr. Malone
WMAQ—Hill Top House
WJJD—Top Forty Show
WLS—Wayne King Show
WTAQ—Concert Hour

2:45 P. M.
WJJD—Del Clark Show
WBBM—Lucky Ladies
WMAQ—Pepper Young

3:00 P. M.
WAAF—News; Matinee
WBBM—Herb Anderson
WJJD—Top Forty
WLS—News; Guy Lombardo
WCFL—Scoreboard
WIND—Record Shop
WMAQ—News; Jim Mills
WGN—Pat McCaffrie Show
WSBC—Third Stanza

3:15 P. M.
WCFL—Bill Guthrie
WBBM—Woman Views News
WJJD—Del Clark Show

3:30 P. M.
WTAQ—Phil Lind Show
WLS—Capt. Stubby
WBBM—Gold Coast
WMAQ—Jim Mills
WJJD—Top Forty

3:45 P. M.
WJJD—Del Clark Show
WBBM—Take a Break

4:00 P. M.
WLS—News; Polka Party
WAAF—News: Make Believe
WCFL—Vic Barnes
WIND—Melody Album
WMAQ—News; Marmaduke
WGN—Brickhouse and Hubbard
WJJD—Top Forty
WBBM—Paul Gibson

4:15 P. M.
WIND—Milo Hamilton
WMAQ—Jim Mills Show
WCFL—Music Matinee
WJJD—Del Clark Show

4:30 P. M.
WTAQ—Bill Anson Show
WAAF—Marty Faye
WLS—Polka Party
WIND—Milo Hamilton
WJJD—Top Forty
WCFL—Marty Hogan
WBBM—Fahey Flynn

4:45 P. M.
WIND—Milo Hamilton
WBBM—Shopping with the Missus
WJJD—Del Clark Show

5:00 P. M.
WLS—Lawrence Welk Show
WMAQ—News; news on Spot
WCFL—Rhythm on the Road
WJJD—Suppertime Frolic
WBBM—News
WGN—News; Pierre Andre
WIND—Milo Hamilton

5:15 P. M.
WTAQ—Bill Anson
WMAQ—Wed Howard
WJJD—Randy Blake
WBBM—John Harrington

5:30 P. M.
WGN—Pierre Andre
WTAQ—Organ Melodies
WAAF—Garrity sports
WCFL—Bandstand
WJJD—Randy Blake
WBBM—John Carmichael

5:45 P. M.
WLS—News, Sports
WCFL—Bob Elson
WMAQ—George Stone
WGN—Sports Desk
WBBM—Lowell Thomas

5:50 P. M.
WLS—Sports

6:00 P. M.
WTAQ—Strings for Supper
WAAF—Bill O'Connor
WLS—News
WIND—Needles and Spins
WMAQ—Man on the Go
WGN—News; Panorama
WCFL—Bandstand
WBBM—Bell-Airs Show
WJJD—Randy Blake

6:15 P. M.
WIND—Top Ten
WMAQ—Kiplinger Reports
WLS—News, Weather
WCFL—Bob Finnegan
WBBM—Bentley, news

6:30 P. M.
WMAQ—Joe Wilson

BOB SIEGRIST COMMENTARY

6:45 P. M.
Monday thru FRIDAY
presented by
ALLEN BRADLEY CO.
WLS DIAL 890

6:30 P. M.
WAAF—950 Club
WGN—Panorama
WBBM—Sports Review
WMAQ—News
WLS—News, Sports
WCFL—Serenade
WIND—Sports Review

6:45 P. M.
WIND—Melody Time
WBBM—Herb Anderson
WMAQ—One Man's Family

7:00 P. M.
WGN—Panorama
WBBM—Herb Anderson
WMAQ—Bob Hope Show
WLS—Gabriel Heatter
WCFL—Michael Ward Show
WIND—Parade of Hits
WTAQ—Jean Dinning Show

7:15 P. M.
WLS—Fulton Lewis Jr.
WCFL—Bill O'Connor
WIND—Music a la Carlan

7:30 P. M.
WIND—Sports Forecast
WGN—Panorama
WBBM—T-Men
WMAQ—Conversation
WLS—News; Variety Music

7:45 P. M.
WCFL—Traffic Safety

8:00 P. M.
WLS—Talk by President Eisenhower
WTAQ—Melody Album
WGN—News; Fred Waring
WBBM—News; World Tonight
WMAQ—Int'l Harvester anniv. party.
WIND—Off the Record
WCFL—Ed Morgan

8:15 P. M.
WTAQ—Record Show
WIND—Board of Education
WCFL—Let's Get Together

8:30 P. M.
WIND—Stardust Melodies
WCFL—Howie Roberts
WGN—Cliff Mercer
WBBM—Amos and Andy
WLS—Music by Mantovani

9:00 P. M.
WTAQ—Win Jolly Show
WIND—560 Club
WGN—News; Wally Phillips
WOPA—Polka Club
WMAQ—News; Jim Mills
WLS—News; Music
WCFL—Howie Roberts
WBBM—Talk by President Eisenhower

9:15 P. M.
WMAQ—I Remember When

9:30 P. M.
WIND—560 Club
WCFL—Relaxation
WGN—Wally Phillips
WBBM—Robert Q. Lewis
WMAQ—News; viewpoint
WLS—News; Haven of Rest

10:00 P. M.
WMAQ—Jack Angell, news
WIND—560 Club
WLS—Rhythm With Rudy
WCFL—Ten Hundred Club
WGN—News; Cliff Mercer
WBBM—John Harrington

10:15 P. M.
WBBM—Art Mercier
WMAQ—Night Desk

10:30 P. M.
WIND—560 Club
WCFL—Ten Hundred Club
WGN—News; Norman Ross
WBBM—Tony Weitzel

Best TV and Radio Log In Town

Radio Programs

	Station	WIND	WMAQ	WGN	WBBM	WAIT	WLS	WAAF	WCFL	WMBI	WJJD	WEAW	WHFC	WOPA	WNMP
AM	Kilocycle	560	670	720	780	820	890	950	1000	1110	1160	1330	1450	1490	1590
	Station	WNUR	WBEZ	WAAF	WENR	WBBM	WEHS	WFMT	WEFM	WFMF	WMAQ	WOPA	WSEL	WEAW	WLEY
FM	Megocycle	89.3	91.5	93.9	94.7	97.1	97.9	98.7	99.5	100.3	101.4	102.3	104.3	105.1	107.1

ARCHIE
By Montana

Alligator in Sewer!

MIAMI, Apr. 4 (AP)—An eight-foot alligator was captured in a storm sewer in a Miami residential section yesterday.

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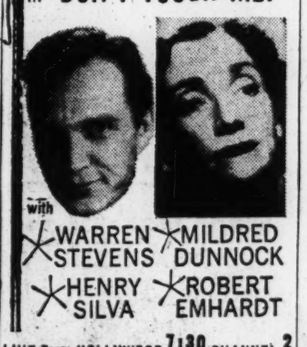

with WARREN STEVENS, MILDRED DUNNOCK, HENRY SILVA, ROBERT EMHARDT
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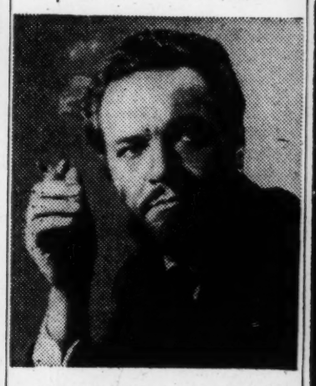
with your host BILL LUNDIGAN for CHRYSLER CORPORATION THE FORWARD LOOK

from GERSHWIN to CALYPSO!
top show of the season



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Listen to Jack Karey 9:30-11 a.m. daily
WCFL
Voice of Labor Dial 1000

Janet Kern

Year-End Roundup for NBC

IF TV COLUMNING ever goes out of style (heaven forfend!), I think I'd like to have the journalist suitcase-toting concession at the London and Idlewild, N. Y., airports!

Reportorial commuting between these two depots ought to make such a job profitable, especially if the canny concessionaire would peddle European street guides on the side!

For instance, CBS' London "program man," Michael Burke, is so new on the scene that he has neither home nor office. He lives and works out of suitcases and briefcases in a hotel.

Charles Collingwood is waiting for his actress wife, Louise Allbritton, to arrive and set up a home. His appointment as chief of the CBS London news bureau came with a rush. Joseph C. Harsch, NBC's chief London correspondent, hardly has had time to hang up his coat.

★ ★ ★

NOT MANY of these American TV correspondents are placing their suitcases too far out of reach. For this is September and the Christmas holidays are just around the corner.

It has become a tradition for CBS to indulge in that dullest of all journalistic conceits—the year-end "News Review."

On the Sunday following Christmas the network flies its outpost oracles into New York to gather at the knee of Edward R. Murrow and recite their pieces and predictions for the new year.

Now NBC has decided its newsmen, stationed at more spots around the world than CBS reporters, are entitled to their holiday recitations.

So NBC has lined up a "Year-End News Review" so patterned after CBS' that it's even set for the same day, Dec. 29.

★ ★ ★

THE NBC SHOW will have one aspect that's certain to be fascinating. It will unveil, for the first time, the faces of newsmen who represent the network from here to Timbuktu and back again.

Included in the NBC reportorial family reunion will be Leif Eid of the Paris Bureau; Welles Hangan, who mans the outpost in Cairo; Joseph C. Harsch from London; Frank Bourgholtzer from Vienna; Jim Robertson from Tokyo and Irving R. Levine from Moscow.

Washington correspondents David Brinkley and Robert McCormick will be participants.

Another will be John Chancellor, as good a reporter as any network or newspaper could desire, but I doubt if his Chicago post has given him much world-shaking news to interpret.

Present also will be Chet Huntley, who has been holding down the position of network pundit-in-chief for the past year or so.

★ ★ ★

THE INCLUSION of Martin Agronsky does have certain advantages for the homecoming correspondents. Not one of them, I wager has ever approached such an Agronsky achievement as his 1952 on-the-air "description" of a certain political caucus.

He shouted his comments so authoritatively that no listener could have guessed he was standing outside the locked door of the caucus room, without even a foggy notion of what actually was taking place inside.

Probably none of these cosmopolitan and seasoned reporters has learned the Agronsky interview formula, which seems to be, "Never punch until three insults have failed to arouse your victim. For a really important person, an exception can be made."

NBC's recent hiring of Agronsky shredded its news department staff's morale almost as much as the mixing of New York executives into WNBQ's programming put those NBC employes into a blue funk.

Agronsky quickly was switched to the new "Special Projects" department, which bridges the gap between entertainment and news-inspired programs, and the staff calmed down.

The painful experience of watching Agronsky's brutal on-the-air manners and mike hogging makes me suspect his inclusion in this reportorial reunion isn't going to help win the public acceptance as a top-drawer TV news outfit which NBC desires and its news department regulars have been earning.

Radio Programs

	Station	WIND	WMAQ	WGN	WBBM	WAIT	WLS	WAAF	WCFL	WMBI	WJJD	WEAW	WHFC	WOPA	WNMP
AM	Kilocycle	560	670	720	780	820	890	950	1000	1110	1160	1330	1450	1490	1590
	Station	WNUR	WBEZ	WAAF	WENR	WBBM	WEHS	WFMT	WEFM	WFMF	WMAQ	WOPA	WSEL	WEAW	WLEY
FM	Megocycle	89.3	91.5	93.9	94.7	97.1	97.9	98.7	99.5	100.3	101.4	102.3	104.3	105.1	107.1

12:00 NOON
WMAQ—Mary Merryfield
WCFL—Paul Harvey, news
WBBM—Nora Drake
WLS—RFD 890
WBEE—Sweet Chariot
WGN—News; Country Fair
WIND—Avenue of Hits

12:15 P. M.
WBBM—Ma Perkins
WCFL—Howie Roberts

12:30 P. M.
WCFL—Howie Roberts
WBBM—Bentley News
WGN—Country Fair
WIND—Musical Highlights
WLS—Dinnerbell Time

12:45 P. M.
WIND—Record Roundup
WBBM—Road of Life

1:00 P. M.
WIND—Melody Album
WCFL—Lineup
WGN—Wait Phillips Show
WMAQ—True Confessions
WBBM—Right to Happiness
WLS—RFD 890

1:15 P. M.
WIND—Dugout
WCFL—Dugout
WBBM—Second Mrs. Burton
WLS—School Time

1:30 P. M.
WIND—Sports Edition
WCFL—Sports Page
WGN—Wait Phillips
WBEE—Rhythm Express
WMAQ—One Man's Family
WBBM—Strike It Rich
WLS—Martha Crane

1:45 P. M.
WBBM—Just entertainment
WMAQ—Dr. Gentry

2:00 P. M.
WCFL—Sports Page
WIND—Sports Edition
WMAQ—Five Star Matinee
WLS—Cross Country
WGN—News; Dance Orch.
WBBM—House Party

2:15 P. M.
WLS—Jack Paar Show
WGN—John Mallow

2:30 P. M.
WGN—John Mallow
WBBM—Young Dr. Malone
WLS—Sunshine Boys
WMAQ—Woman in My House

2:45 P. M.
WLS—Wayne King
WBBM—Three for the Melody
WMAQ—Pepper Young

3:00 P. M.
WCFL—Sports Page
WIND—Sports Edition
WMAQ—News; Jim Mills
WBEE—Bee Hive
WLS—News; Guy Lombardo
WBBM—Jim Conway
WGN—Pat McCaffrie

3:15 P. M.
WBBM—Josh and Eloise

3:30 P. M.
WCFL—Scoreboard
WIND—Scoreboard
WLS—News; Sweet Music
WBBM—Gold Coast

3:45 P. M.
WBBM—Take a Break

4:00 P. M.
WIND—Melody Album
WGN—Brickhouse, Hubbard
WMAQ—News; Jim Mills
WBBM—Paul Gibson
WLS—News; Polka Party
WCFL—Vic Barnes

4:15 P. M.
WCFL—Music Matinee
WIND—Milo Hamilton

4:30 P. M.
WCFL—Marty's Party
WIND—Milo Hamilton
WMAQ—Jim Mills Show
WBBM—Paul Gibson; Fahey Flynn, Sports
WLS—Polka Party
WGN—Brickhouse, Hubbard

4:45 P. M.
WBBM—Shopping With Missus

5:00 P. M.
WCFL—Rhythm on the Road
WIND—Milo Hamilton
WMAQ—News; News on Spot
WLS—Polka Party
WBBM—Flynn, News
WGN—News; Pierre Andre

5:15 P. M.
WMAQ—Wed Howard
WBBM—John Harrington

5:30 P. M.
WCFL—Bandstand
WLS—Business World
WBBM—John Carmichael
WGN—Pierre Andre

5:45 P. M.
WMAQ—George Stone, News
WGN—Sports Desk
WLS—News, Sports
WBBM—Lowell Thomas

6:00 P. M.
WMAQ—Man on the Go
WCFL—Bob Elson, sports
WBBM—Bell-Airs Show
WBEE—Ernie Banks
WGN—News
WLS—News, Sports
WIND—Spins and Needles

6:15 P. M.
WGN—Panorama
WIND—Top Ten
WMAQ—Business News
WBEE—Bee Hive
WBBM—Bentley, news
WLS—Market Report
WCFL—Supper Serenade
WMAQ—News

6:30 P. M.
WGN—Panorama
WBBM—Sports Review
WMAQ—News
WLS—News, sports
WIND—Sports Review
WCFL—Lineup

6:45 P. M.
WLS—Bob Siegrist
WIND—Melody Time
WBBM—Edward R. Murrow
WMAQ—Life and the World
WCFL—Dugout

7:00 P. M.
WGN—Panorama
WBBM—Mal Bellairs
WMAQ—Boston Pops Orchestra
WLS—Fulton Lewis Jr.
WCFL—Baseball; Sox at Washington
WIND—Parade of Hits

7:15 P. M.
WLS—Music

7:30 P. M.
WMAQ—Nightline
WIND—Sports Forecast
WGN—Panorama
WBBM—Mal Bellairs
WLS—True Detective

7:45 P. M.
WIND—Parade of Stars

8:00 P. M.
WIND—Off the Record
WMAQ—Nightline
WGN—News; Wally Phillips
WBBM—News; World Tonight
WLS—Music by Mantovani

8:30 P. M.
WIND—Stardust Melodies
WMAQ—Nightline
WGN—Wally Phillips
WBBM—Amos and Andy
WLS—World Tomorrow

9:00 P. M.
WCFL—Hits of Yesteryear
WIND—560 Club
WLS—News; Variety Music
WGN—News; Wally Phillips
WMAQ—News
WBBM—News; Hal Stark

9:15 P. M.
WMAQ—Chan
WBBM—Hal Stark

9:30 P. M.
WCFL—Relaxation
WIND—560 Club
WBBM—Robert Q. Lewis
WGN—Wally Phillips

10:00 P. M.
WCFL—Ten Hundred Club
WLS—Rythm With Rudy
WMAQ—News; Chan
WBBM—News
WGN—News; Cliff Mercer
WIND—560 Club

10:15 P. M.
WBBM—Art Mercier

10:30 P. M.
WMAQ—Night Desk
WLS—Church of God
WBBM—Town Crier
WCFL—Ten Hundred Club
WGN—News; Norman Ross

10:45 P. M.
WBBM—Tony Weitzel

11:00 P. M.
WGN—News; Sports
WMAQ—News; Jim Mills
WCFL—Music 'til Midnight
WIND—News, Lombardo

11:15 P. M.
WIND—Bandstand
WGN—Cliff Mercer
WBBM—Reserved for You
WMAQ—Promenade Concert

11:30 P. M.
WGN—Cliff Mercer
WCFL—Music 'Til Midnight
WLS—Newsreel
WIND—Evening Melodies
WBBM—Music 'Til Dawn

12:00 MIDNIGHT
WGN—Ethel Davis Show
WIND—Night Watch
WMAQ—Promenade Concert
WCFL—News; All-Night Show
WBBM—Music 'Til Dawn

1:00 A. M.
WBBM—Music 'Til Dawn
WMAQ—Classical Music

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WLS NEWSREEL
11 P.M.—12 M.
Sun. thru Fri.
Complete News Round-up Every 15 Minutes

TUESDAY'S PROGRAMS

5:30 A. M.
WMAQ—Henry Cooke Show
WBBM—Country Hour
WLS—Smile-A-While
WCFL—Dawnbuster
WGN—Norm Kraft Show
WIND—Morning Watch

5:45 A. M.
WLS—News

6:00 A. M.
WGN—News; Eddie Hubbard
WLS—Farm News
WBBM—Paul Gibson

6:30 A. M.
WBEE—Inspirational Hour
WIND—Musical Clock
WLS—Variety Music
WCFL—Sonny Mars Show

6:45 A. M.
WCFL—Sonny Mars Show
WAIT—Art Hellyer

7:00 A. M.

WAKE UP AND SMILE
WITH
RED BLANCHARD
MON. THRU SAT. AT
WLS 7:00 A.M.
DIAL 890

WBEE—Good Morning
WGN—News; Eddie Hubbard
WCFL—Sonny Mars Show
WMAQ—Henry Cooke Show
WBBM—News Roundup
WIND—Howard Miller

7:30 A. M.
WBEE—Wesley South
WBBM—Jim Conway

7:45 A. M.
WBEE—Good Morning
WLS—News

7:55 A. M.
WMAQ—News

8:00 A. M.
WLS—Red Blanchard
WMAQ—Henry Cooke Show
WBBM—News
WCFL—Sonny Mars Show
WGN—News; Eddie Hubbard
WIND—Chicago Hour

8:15 A. M.
WTAQ—Cliff Johnson
WBBM—Jim Conway

8:30 A. M.
WBBM—Gold Coast

8:45 A. M.
WMAQ—Norm Barry, news
WBBM—Josh Brady

9:00 A. M.
WCFL—Sonny Mars Show
WMAQ—My True Story
WBBM—Arthur Godfrey
WLS—Breakfast Club
WGN—McCaffrie and Gale
WIND—Chicago Hour

9:30 A. M.
WCFL—Koffee With Karey
WMAQ—Bandstand
WBBM—Arthur Godfrey
WLS—News, Music

9:45 A. M.
WLS—When a Girl Marries

10:00 A. M.
WIND—Windy City Time
WLS—Herb Oscar Anderson
WBEE—Mahalia Jackson
WBBM—Arthur Godfrey
WCFL—Koffee With Karey
WGN—Pierre Andre

10:30 A. M.
WCFL—Koffee With Karey
WBBM—Eloise and Josh
WLS—Herb Oscar Anderson
WBEE—Gospel Hit Parade
WMAQ—Phrase That Pays

10:45 A. M.
WBBM—Howard Miller

11:00 A. M.
WMAQ—News; John Holtman
WCFL—Top 'o' the Morning
WLS—News
WBBM—Warren News
WGN—News; Coughlan
WIND—Windy City Time

11:05 A. M.
WLS—Martha Crane

11:15 A. M.
WBBM—Backstage Wife
WIND—Guy, Gal, Song

11:30 A. M.
WGN—Gadabout
WBBM—Helen Trent
WCFL—Top 'o' the Morning
WLS—RFD 890

11:45 A. M.
WMAQ—Listen to Pepe

11:45 A. M.
WCFL—Marty Hogan
WMAQ—The Duchess
WBBM—Our Gal Sunday

Knowledge Test

BY SABINA H. CONNOLLY

Supply a name:

1—"The noble . . . hath told you . . . was ambitious."—Shakespeare.

2—"Charity suffereth long and is kind."—St. . . .

3—" . . . was a giant of giants."—The Talmud.

4—"Bluff . . ., to six spouses was wedded, one died, one survived, two divorced, two beheaded."—Nursery rhyme.

5—"O comrade lustrous, with silver face in the night."—Walt . . .

6—"Waterloo is cast in my teeth. I ought to have died in Moscow."—N . . .

7—". . . absent was still . . ."—Homer.

8—" . . . struck me much like a steam engine in trousers."—Ascribed to Sydney Smith.

9—"A man who has not read . . . is like a man who has not seen the ocean."—Bagehot.

10—"God the first garden made, and the first city, . . ."—Cowley.

TEST ANSWERS

1—Brutus, Caesar. 2—Paul. 3—Abraham. 4—Harry the Eighth. 5—Whitman. 6—Napoleon. 7—Achilles, Achilles. 8—Daniel Webster. 9—Homer. 10—Cain.

MONDAYS AT 10 PM
DEATH VALLEY DAYS
Action, intrigue and fate play leading roles in these true stories of the old West . . . presented by 20 Mule Team Products.
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LEN O'CONNOR AND THE NEWS
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WNBQ CHANNEL 5
NBC IN CHICAGO

TELEVISION

WBBM-TV, Channel 2—WNBQ, Channel 5
WBKB, Channel 7—WGN-TV, Channel 9
WTTW Channel 11

(L)—live shows; (F)—filmed programs; (C)—colorcasts.

AFTERNOON

2:15 P. M.
7—**JACK MABLEY:** Interviews and chatter (L)

2:30 P. M.
2—**VERDICT IS YOURS:** Courtroom dramas, starring Jim McKay (L)
7—**MYSTERY THEATER:** Drama, "Restless Corpse" (F)
9—**TOPPER:** Sutuation comedy, starring Leo G. Carroll; Topper gets induction papers and passes physical for the army in "Army Game" (F)

3:00 P. M.
2—**BRIGHTER DAY:** Serial drama, starring Blair Davis (L)
5—**QUEEN FOR A DAY:** Jack Bailey, m. c. (L)
7—**AMERICAN BANDSTAND:** Musical (L)
9—**MR AND MRS. NORTH:** Adventure series starring Barbara Britton and Richard Denning; swank dress salon model is murdered in "Third Eye" (F)

3:15 P. M.
2—**SECRET STORM:** Serial drama starring Haila Stoddard (L)

3:30 P. M.
2—**EDGE OF NIGHT:** Dramatic series with John Larkin (L)
7—**TRUTH OR YOUR WIFE:** Comedy quiz, with Johnny Carson, m. c. (L)
9—**GARFIELD GOOSE:** With Frazier Thomas (L)

3:45 P. M.
5—**MODERN ROMANCES:** Serial drama (L)

4:00 P. M.
2—**SUSAN'S SHOW:** Program for children (L)
5—**DEAR PHOEBE:** Situation comedy, starring Peter Lawford (F)
7—**AMERICAN BANDSTAND:** Musical, until 5 p. m. (L)
9—**TEEN CLUB:** Variety with Wally Phillips; until 5:30 p. m. (L)

4:30 P. M.
2—**MOVIE:** "The Gay Cavalier," Gilbert Roland, Martin Garralaga,
5—**MOVIE:** "Shield for Murder," starring Edmond O'Brien, John Agar; dishonest cop becomes involved with racketeers,

5:00 P. M.
7—**SUPERMAN:** Adventure series, starring George Reeves; evil ship master tries to sell stolen gold as recovered treasure in "Golden Vulture" (F)
11-**INTERNATIONAL GEOPHYSICAL YEAR:** Report on the world-wide scientific study; "The New Moon" (L)

5:30 P. M.
7—**MICKEY MOUSE CLUB:** Features for children (F)
9—**AROUND THE WORLD:** Travel film (F)
11-**WORLD OF MUSIC:** Recorded dinner music; 'Symphony Number 41," by Mozart; until 7 p. m. (L)

5:45 P. M.
2—**JERRY DUNPHY:** Sports (L)
9—**MAN ON THE STREET:** Jack Brickhouse (L)

NIGHT

6:00 P. M.
2—**JULIAN BENTLEY** (L)
5—**ALEX DREIER** (L) (C)
7—**BOB ELSON:** Sports (L)
9—**CISCO KID:** Western adventure series, starring Duncan Renaldo; Cisco saves a town from starvation (F)

6:05 P. M.
5—**NORMAN BARRY** (L) (C)

6:10 P. M.
5—**CLINT YOULE** (L) (C)

6:15 P. M.
2—**CBS NEWS:** Douglas Edwards (L)
5—**NBC NEWS:** With Chet Huntley (L)
7—**JOHN DALY:** News (L)

6:30 P. M.
2—**ADVENTURES OF ROBINHOOD:** Adventure series starring Richard Green; Robin attempts to rescue a kidnaped youngster in "The Challenge of the Black Knight" (F)
5—**PRICE IS RIGHT:** Quiz show with Bill Cullen, m. c. (L)
7—**LAST OF MOHICANS:** Adventure series "False Witness" (F)
9—**BUGS BUNNY** (F) R. Murrow; "The Lady From Philadelphia: through Asia with Marion Anderson," Marion Anderson's trip through Korea, Philippines, Vietnam, Burma, Thailand, Malaya and India will be shown (F)
5—**ALL-STAR JAZZ SHOW:** Jazz concert with Steve Allen, m.c., featuring Louis Armstrong, Jack

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TOPS TODAY

Quiz
Price Is Right—6:30 p. m. (5); color.
Twenty-One, Jack Barry—8 p. m. (5).

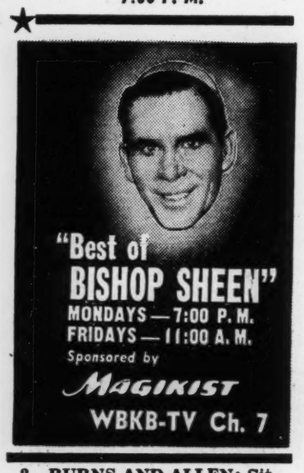
Comedy-Variety
Burns and Allen—7 p. m. (2).
Danny Thomas Show—8 p. m. (2).
December Bride—8:30 p. m. (2).
Guy Mitchell Show—9:30 p. m. (7).
Jack Paar, 11 p. m.-midnight (5).

Music
Voice of Firestone, Nadine Conner—8 p. m. (7).
Lawrence Welk—8:30-9:30 p. m. (7).
All-Star Jazz Show, Steve Allen—9-10 p. m. (5).
In Town Tonight—10:15 p. m. (2).

Drama
Turn of Fate. Robert Ryan—8:30 p. m. (5).

Discussion
International Geophysical Year—5 p. m. (11).
Best of Bishop Sheen—7 p. m. (7).
See It Now, Marian Anderson—9-10 p. m. (2).
World Spotlight—9:30 p .m. (11).

7:00 P. M.



2—**BURNS AND ALLEN:** Situation comedy, starring George Burns and Gracie Allen; Gracie invites some uninvited guests to a New Year's Eve Party (F)
5—**THE RESTLESS GUN:** Western adventure series, starring John Payne; Vint unwittingly helps two murders escape in "The Gold Buckle" (F)
9—**NEWS:** With Lloyd Pettit (L)
11-**MAGIC CARPET:** Travel film, until 8 p. m.

7:15 P. M.
9—**JACKIE VAN:** Songs (L) (C)

7:30 P. M.
2—**TALENT SCOUTS:** Arthur Godfrey hosts musical hopefuls (L)
5—**WELLS FARGO:** Western adventure series starring Dale Robertson; "The Witness" (F)
7—**BOLD JOURNEY:** True stories of adventuresome people; "Thirty-six Feet to Tahiti," scenes of tropical paradises and an idyllic voyage across the Pacific will be shown (F)
9—**MOVIE:** "Gambling on the High Seas," Jane Wyman, Wayne Morris; young newspaperman investigates murder on gambling ship, 1940 release.

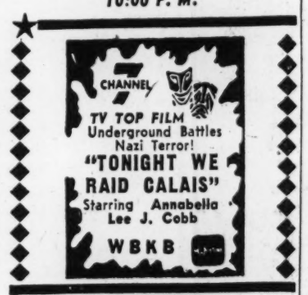
8:00 P. M.
2—**DANNY THOMAS SHOW:** Family comedy, starring Danny Thomas with Marjorie Lord; Danny is placed in an embarrassing position when ultra-Irish uncle pays the Williamses a visit (F)
5—**TWENTY-ONE:** Quiz show with Jack Barry, m. c. (L)
7—**VOICE OF FIRESTONE:** Musical featuring Howard Barlow and his orchestra; starring Metropolitan Opera soprano Nadine Conner and Metropolitan and San Francisco Opera tenor, Eugene Conley (L)
11-**FILM:** "The Eighth Sea."

8:30 P. M.
2—**DECEMBER BRIDE:** Comedy series, starring Spring Byington; his wife's social activities make Matt rebel in "Hot Meal" (F)
5—**TURN OF FATE:** Drama, "The Face of Truth," starring Robert Ryan; ex-con intends to kill man who put him in jail (F)
7—**TOP TUNES AND NEW TALENT:** With Lawrence Welk as m. c. (L)
9—**MARTIN KANE:** Adventure series, starring William Gargan; Kane plays hide and seek with murderer in waxworks (F)
11-**FOOTBALL TIME:** Assistant coach for the Chicago Cardinals, Bob Nawosky, hosts football personalities (L)

9:00 P. M.
2—**SEE IT NOW:** Hour documentary with Edward Teagarden, Carmen McRae, Woody Herman, Bobby Hacket, Gene Krupa, Cozy Cole, Dave Brubeck, Paul Desmond, Duke Ellington (L) until 10 p. m.
9—**PUBLIC DEFENDER:** Dramatic series starring Reed Hadley (F)
11-**FRENCH THROUGH TELEVISION:** "Vocabulary Review and New Words" (F)

9:30 P. M.
7—**GUY MITCHELL SHOW:** Musical variety (F)
9—**MEN OF ANNAPOLIS:** Drama based on men and traditions of Annapolis; mother of dead son "adopts" orphan midshipman (F)
11-**WORLD SPOTLIGHT:** Panel discussion program With Carter Davidson, moderator; "Year End Review" (L)

10:00 P. M.



2—**NEWS, WEATHER:** Fahey Flynn, P. J. Hoff (L)
5—**DEATH VALLEY DAYS:** Drama, story of a man whose vast land grants were as phoney as his title in "The Baron of Arizona" (F)
9—**MOVIE:** "Dispatch Reuters." Edward G. Robinson; story of founding of famed news service, 1940 release
11-**TOMORROW:** Previews of cultural and educational events currently in the Chicago area (L)

10:15 P. M.
2—**IN TOWN TONIGHT:** Musical (L)

10:30 P. M.
2—**JOHN HARRINGTON:** News (L)
5—**LEN O'CONNOR** (L) (C)

10:40 P. M.
5—**CLINT YOULE** (L) (C)

10:45 P. M.
2—**JERRY DUNPHY:** Sports (L)
5—**THE UTLEYS:** News (L) (C)

10:50 P. M.
2—**IRV KUPCINET** (L)
5—**NORMAN BARRY** (L) (C)

10:55 P. M.
5—**DORSEY CONNORS:** Household hints; "Party Games to make for New Year's Fun" (L) (C)

11:00 P. M.
2—**MOVIE:** "Of Human Hearts," Walter Huston, James Stewart; President Lincoln helps a doctor's mother find her son, 1934 release.
5—**TONIGHT:** Hour variety show with Jack Paar, m. c. (L)

11:30 P. M.
7—**MARTY FAYE SHOW:** Interviews and chatter (L)
9—**TED THORNE:** News (L)

11:45 P. M.
9—**THEATER:** Drama, "Full Portrait," story of a strange woman's death (F)

12:00 MIDNIGHT
5—**I AM THE LAW:** Adventure series starring George Raft; "O Sole Mio" (F)

12:30 A. M.
5—**COLONEL MARCH:** Adventure series starring Boris Karloff; "The Talking Head" (F)

12:45 A. M.
2—**PLAYHOUSE:** Drama, "Unbroken Promise" starring George Brent, Francis Dee (F)

Radio Programs

12:00 NOON
WMAQ—Mary Merryfield
WGN—News; Country Fair
WCFL—Paul Harvey, news
WBEE—Sweet Chariot
WIND—Don Quinn
WBBM—Nora Drake
WLS—News

12:15 P. M.
WBBM—Ma Perkins
WLS—Markets
WCFL—Howie Roberts

12:30 P. M.
WCFL—Howie Roberts
WGN—Country Fair
WBBM—Bentley, News
WLS—Dinnerbell Time
WIND—Don Quinn

12:45 P. M.
WBBM—Road of Life

1:00 P. M.
WCFL—Bob Elson Show
WIND—Record Shop
WMAQ—True Confessions
WBEE—Luncheon at Evans
WGN—Walt Phillips Show
WLS—Farm News
WBBM—News; Right to Happiness

1:15 P. M.
WBBM—Second Mrs. Burton
WLS—School Time

1:30 P. M.
WIND—Record Shop
WMAQ—One Man's Family
WBEE—Rhythm Express
WBBM—Fame
WLS—Martha Crane

1:45 P. M.
WMAQ—Dr. Gentry
WBBM—Just entertainment

2:00 P. M.
WMAQ—Five Star Matinee
WCFL—Bob Elson Show
WIND—Record Shop
WLS—Jim Backus Show
WGN—News; Dance Orch.
WBBM—House Party

2:15 P. M.
WGN—John Mallow

2:30 P. M.
WMAQ—Woman in My House
WGN—John Mallow
WBBM—Young Dr. Malone
WLS—Sunshine Boys

2:45 P. M.
WLS—Wayne King
WBBM—Lucky Ladies
WMAQ—Pepper Young

3:00 P. M.
WCFL—Howie Roberts
WIND—Record Shop
WMAQ—News; Jim Mills
WBEE—Bee Hive
WLS—Jim Reeves Show
WBBM—Jim Conway
WGN—Pat McCaffrie

3:15 P. M.
WBBM—Josh and Eloise

3:30 P. M.
WIND—Howard Miller
WBBM—Gold Coast

3:45 P. M.
WBBM—Take a Break

4:00 P. M.
WIND—Howard Miller
WGN—Brickhouse, Hubbard
WMAQ—News; Jim Mills
WBBM—Paul Gibson
WLS—News; Polka Party
WCFL—Vic Barnes

4:15 P. M.
WCFL—Music Matinee

4:30 P. M.
WCFL—Marty's Party
WIND—Howard Miller
WMAQ—Jim Mills Show
WBBM—Paul Gibson; Fahey Flynn, Sports
WLS—Polka Party
WGN—Brickhouse, Hubbard

4:45 P. M.
WBBM—Shopping With Missus

5:00 P. M.
WCFL—Rhythm on the Road
WIND—Milo Hamilton
WMAQ—News; News on Spot
WLS—Polka Party
WBBM—News; Godfrey
WGN—News; Pierre Andre

5:15 P. M.
WMAQ—Wed Howard

5:30 P. M.
WCFL—Bandstand
WLS—Business World
WBBM—John Carmichael
WGN—Pierre Andre

5:45 P. M.
WMAQ—George Stone, News
WGN—Sports Desk
WLS—News, Sports
WBBM—Lowell Thomas

6:00 P. M.
WMAQ—Man on the Go
WCFL—Bob Elson, sports
WBBM—Bell-Airs Show
WBEE—Ernie Banks
WGN—News
WLS—News, Sports
WIND—Spins and Needles

6:15 P. M.
WGN—Panorama
WIND—Top Ten
WMAQ—Business News
WBEE—Bee Hive
WBBM—Bentley, news
WLS—Market Report
WCFL—Supper Serenade
WMAQ—News

6:30 P. M.
WGN—Panorama
WBBM—Sports Review
WMAQ—News
WLS—News, sports
WIND—Melody Time
WCFL—Supper Serenade

6:45 P. M.
WLS—Bob Siegrist
WIND—Melody Time
WBBM—Edward R. Murrow
WMAQ—Life and the World
WCFL—Sports Views

7:00 P. M.
WGN—Panorama
WBBM—Fashions in Music
WMAQ—Groucho Marx
WLS—Fulton Lewis Jr.
WCFL—Music in the A'r
WIND—Easy Listening

7:15 P. M.
WBBM—Hal Stark
WCFL—Bill O'Connor
WLS—Music

7:30 P. M.
WMAQ—Nightline
WIND—Easy Listening
WGN—News; Panorama
WBBM—Bill Fountain Show
WLS—True Detective

7:45 P. M.
WCFL—Traffic Safety

8:00 P. M.
WCFL—Ed Morgan, news
WIND—Off the Record
WMAQ—Telephone Hour
WGN—Wally Phillips
WBBM—Jim McShane
WLS—Mystery Theater

8:15 P. M.
WIND—Stardust Melodies
WCFL—Records

8:30 P. M.
WIND—Stardust Melodies
WGN—Wally Phillips
WCFL—Best of Jazz
WBBM—Jim McShane
WLS—Haven of Rest

9:00 P. M.
WCFL—Hits of Yesteryear
WIND—560 Club
WLS—News; Music
WGN—News; Wally Phillips
WMAQ—News; Chan
WBBM—Amos and Andy

9:30 P. M.
WLS—America Is a Song
WCFL—Relaxation
WMAQ—Chan
WIND—560 Club
WBBM—Robert Q. Lewis
WGN—Wally Phillips

10:00 P. M.
WCFL—Bob Elson Show
WLS—Rhythms With Rudy
WMAQ—News; Chan
WBBM—News
WGN—News; Sports
WIND—560 Club

10:15 P. M.
WGN—Christmas Voices
WBBM—Art Mercier

10:30 P. M.
WCFL—Bob Elson Show
WMAQ—Night Desk
WLS—World Tomorrow
WBBM—Town Crier
WGN—News; Norman Ross

10:45 P. M.
WBBM—Tony Weitzel

11:00 P. M.
WLS—Newsreel
WGN—News; Sports
WMAQ—News; Jim Mills
WCFL—Music 'til Midnight
WIND—News, Lombardo

11:15 P. M.
WIND—Bandstand
WGN—Cliff Mercer
WBBM—Adventure in Space
WMAQ—Promenade Concert

11:30 P. M.
WGN—Cliff Mercer
WCFL—Music 'Til Midnight
WLS—Newsreel
WIND—Evening Melodies
WBBM—Music 'Til Dawn

12:00 MIDNIGHT
WGN—Ethel Davis Show
WIND—Night Watch
WMAQ—Promenade Concert
WCFL—News; All-Night Show
WBBM—Music 'Til Dawn

1:00 A. M.
WBBM—Music 'Til Dawn
WMAQ—Classical Music

TUESDAY'S PROGRAMS

5:30 A. M.
WMAQ—Henry Cooke Show
WBBM—Country Hour
WLS—Smile-A-While
WCFL—Dawnbuster
WGN—Norm Kraft Show
WIND—Morning Watch

5:45 A. M.
WLS—News
WGN—News; Eddie Hubbard
WCFL—Eye Opener

6:00 A. M.
WMAQ—Henry Cooke
WLS—Farm News
WBBM—Paul Gibson

6:15 A. M.
WCFL—Weather

6:30 A. M.
WMAQ—Tom Mercein
WBEE—Inspirational Hou.
WIND—Musical Clock
WLS—Variety Music
WCFL—News

6:45 A. M.
WCFL—Sonny Mars Show
WAIT—Art Hellyer

7:00 A. M.
WBEE—Good Morning
WGN—News; Eddie Hubbard
WCFL—Sonny Mars Show
WMAQ—Tom Mercein Show
WBBM—News Roundup
WIND—Howard Miller

7:30 A. M.
WBEE—Wesley South
WBBM—Josh Brady

7:45 A. M.
WBEE—Good Morning
WLS—News

7:55 A. M.
WMAQ—News

8:00 A. M.
WLS—Red Blanchard
WMAQ—Tom Mercein
WBBM—News
WCFL—Sonny Mars Show
WGN—News; Eddie Hubbard
WIND—Chicago Hour

8:15 A. M.
WTAQ—Cliff Johnson
WBBM—Josh Brady

8:30 A. M.
WBBM—Gold Coast

8:45 A. M.
WMAQ—Norm Barry, news
WBBM—Breakfast Time

9:00 A. M.
WCFL—Sonny Mars Show
WMAQ—My True Story
WBBM—Arthur Godfrey
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WIND—Chicago Hour

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WLS—When a Girl Marries

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WLS—Herb Oscar Anderson
WBEE—Mahalia Jackson
WBBM—Arthur Godfrey
WCFL—Koffee With Karey
WGN—Pierre Andre

10:30 A. M.
WCFL—Jess Barker Show
WBBM—Eloise and Josh
WLS—Herb Oscar Anderson
WBEE—Gospel Hit Parade
WMAQ—Phrase That Pays

10:45 A. M.
WBBM—Howard Miller

11:00 A. M.
WMAQ—Phil Bowman
WCFL—Jess Barker Show
WLS—News
WBBM—Warren News
WGN—News; Coughlan
WIND—Windy City Time

11:05 A. M.
WLS—Martha Crane

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11:30 A. M.
WGN—Gadabout
WBBM—Helen Trent
WCFL—Top 'o' the Morning
WLS—RFD 890

11:45 A. M.
WCFL—Marty Hogan
WBBM—Our Gal Sunday

Life and Loves of Richest American

J. P. Getty's 5 (or 7) Wives

This is the second of a series of articles by famed international hostess, Elsa Maxwell, about J. Paul Getty, America's richest man.

Second of a Series

BY ELSA MAXWELL

(Copyright, 1957, by International News Service)

Now, let us get to the many marriages of Jean Paul Getty, who is said to have something like $1,000,000,000, making him America's richest man.

There have been five wives and five divorces in his life. As a matter of fact, according to a lawyer for one of these ex-Mrs. Gettys, the figures are seven and seven.

However, I can't find any documentary proof to back up his story about Getty marrying a teen-ager, divorcing her one day and marrying her twin sister the next.

Anyway, his first marriage was to Jeanette Demont, who is now married to an investment broker in San Marino, Cal. Getty became her husband on Oct. 2, 1923, in Ventura, Cal., when he was 30 and she 19. They had one son, George Franklin Getty II, who was born in Los Angeles on July 9, 1924. But they separated the following Feb. 15 and were divorced Sept. 22, 1927. Jeanette says:

"I was his first wife and I was the only one who left him. I had enough and said goodbye."

Charges Cruelty

In her first divorce suit (which was later dismissed and a new one submitted), she charged "physical and mental cruelty." She accused Getty of calling her "lazy" and their child a "brat," of saying he was "sick and tired" of her and marriage, of threatening and beating her, of carrying on with other women and of once throwing a wild drinking party which ended with Getty being fined $100 for illegal possession of liquor.

Her suit painted a very unpleasant picture of life with this man who was then said to be making $5,000 a month. Now, though, the first Mrs. Getty pleads, "in kindness to all, please forget his marriages."

That, of course, isn't so easy since J. Paul Getty seems to have taken off the suit of armor with which he used to protect himself from publicity.

But, to get to wife No. 2. Outside of knowing her name was Allene Ashby and that she married Getty in 1926, I must confess I have been unable to find out anything else about her. Except, of course, that they didn't stay together long, because there was a third Mrs. Getty on Dec. 31, 1928.

Meets Getty at 18

She was Adolphine, better known as Fini Helmle, who now lives in Beverly Hills, Cal. She was 18 when she met Getty at the Grand Hotel in Vienna. She said recently:

"It was all very romantic. He just saw me there and fell in love."

There was a story the other day that said Fini's parents owned a cafe in Heidelberg, Germany, and that Getty, posing as a government clerk, was on a holiday when he met her, so she had no idea how wealthy he truly was.

I don't know about the second part of that story, though I doubt it. However, the truth is that Fini actually lived in Karlsruhe, Germany, and that her father, Otto Helmle, was general director of a group of electrical corporations supplying power to the state of Baden.

Anyway, Getty seems to have had an awful time convincing Fini's parents she was old enough to get married. Finally, he succeeded, and the wedding took place in Havana, Cuba, on New Year's Eve.

Part Forever

The newlyweds went to Los Angeles, where they lived in the home of Getty's parents. In 1929, though, Fini's mother died, and she arranged quickly for a trip home, Paul following later.

On Dec. 19, 1929, in Berlin, a son, Jean Ronald, was born. Not much after that, however, their marriage went on the rocks.

The first rock was news that father Getty had suffered a stroke. Paul returned to the U. S. immediately, but Fini stayed behind. She never rejoined him.

Getty did return to Germany, trying to arrange for a divorce, but it wasn't granted. In fact, their marriage was not legally terminated until Aug. 4, 1932, in Cuernavaca, Mexico. And, by then, the woman who became the fourth Mrs. Getty had already given birth to Getty's third son, Eugene Paul.

But, first, it's only fair to say Fini speaks quite kindly of Getty these days. She describes him as a brilliant man who invested wisely and "with a lot of luck" amassed his fortune. She recalls he had a gymnasium in the basement, that he ate health foods and drank liquor very sparingly.

Settlement Secret

She won't say what kind of settlement she got out of America's richest man, but admits she's still living on money he supplied.

Now, we can return to Ann Rork, who was the daughter of Sam Rork, a well-known director and producer in Hollywood during the 1930's. Ann, who once played bit parts in the movies and was what used to be called somewhat of a "madcap," said she was only 15 when she began seeing Getty and that she played hooky from a New York boarding school to be with him.

Or so she said in the sensational divorce suit she filed in 1935, May 27, to be exact.

(A second son, Getty's fourth, who was named Gordon Peter, had been born on Dec. 20, 1933.)

But that suit tells so much about J. Paul Getty, I think I'd better wait until tomorrow, when I have more space, to go into its details, sordid as some of them may be.

Besides, there's a fifth wife, the former Louise Dudley (Theodora) Lynch, to discuss, not to mention the other women in Getty's life, what they think of him and he of them.

TOMORROW: An ex-wife tells about life with Getty.

FINI HELMLE — ANN RORK — JEANNETTE DEMONT

Happiness was brief for Getty and these wives.

Janet Kern:

Near 'Fully Competitive' Stage, TV Nets Own Worst Foes

FROM ALL I hear on the busily buzzing TV grapevine, everything is gay and jolly along TV row. The networks and sponsors are happy because they think they see signs of the three TV networks becoming "fully competitive."

Well, if this is true, bully for the networkers and their sponsors! So far as I'm concerned, this business of network competition has got far out of hand!

For instance, this Friday evening, on his own ABC-TV series, Frank Sinatra will have what bids well to be his greatest show—a live variety show with Dinah Shore as his guest. As demonstrated on previous TV outings, Sinatra and Shore constitute a 24-karat TV combination.

As demonstrated on previous TV shows, and discussed in previous columns here, Sinatra, live, is at his TV best. Even with the considerable handicap of a half-hour format, in which musical-variety shows seldom do well, this is liable to be a pretty magnificent TV offering.

★ ★ ★

HOWEVER, that Sinatra show will be in competition with another of CBS' Lucille Ball-Desi Arnaz "special" shows. These Lucy-Desi "specials" have been pretty dull stuff so far this season, but they've been a heap better than 99 per cent of Sinatra's offerings.

They have, in fact, been good enough to attract and hold an astronomical number of viewers.

TV entertainment is precious to the viewing public; viewing time is not gambled with very willingly. So, the chances are that millions of people who might ordinarily be willing to give Sinatra "another chance" Friday, and very likely might get a world-beating half-hour of entertainment for the gamble, will NOT be willing to chance their time at the expense of missing the Arnaz-Ball show.

★ ★ ★

FOURTEEN DAYS after this Channel 7 show Sinatra will preside as star on NBC's "Club Oasis." In this one, Sinatra will be competing with his own network's ace in the Saturday night sweepstakes, Lawrence Welk.

Eight days after his NBC "Club Oasis" appearance, ABC's Sinatra again will cross the electronic channel, this time to be Dinah Shore's guest on her Jan. 26 NBC-TV "Chevy Show."

This is a potentially block-busting combination—Sinatra and Shore—live and in COLOR, in an hour-long musical show which enjoys the best in production, top-notch writing . . . everything, in short, which Sinatra needs and lacks on his own series.

This show will be NBC's competition for ABC's premiering Sid Caesar-Imogene Coca series!

★ ★ ★

IT IS MY opinion that the only people who stand to be hurt in this competitive crush will be Caesar, Coca, their sponsors, ABC and those professional viewers who feel obligated to attend, electronically, as many program premieres as possible.

This, you know is the ONE service which we of the TV columning fraternity perform for the television medium—we assure even the least-likely-to-succeed shows and stars an audience of 200 or 300 their first time out!

Sid Caesar is a nice man, who enjoyed a glorious past by being lucky and clever enough to "get in on the ground floor" of TV when older, more experienced and better comics were busy snubbing the then-infant medium.

For Caesar, personally, it is unfortunate that TV matured into polished showmanship faster than he did. The viewers rejected Caesar last TV season.

According to my loudly vibrating audience-potential counter, Caesar, in dual competition with NBC's "Chevy Show" and CBS' "GE Theater"-Alfred Hitchcock combine, stands little chance.

There are relatively sterile periods in the TV week when viewers probably would be willing to give the new Caesar show a look—but 8 p. m. Sundays isn't likely to be one of those periods.

★ ★ ★

MAYBE THE sponsors and networkers are happy to see, in their customarily cloudy and misleading crystal balls, signs that all three networks are going to be at equal and full competitive strength in the near future. But why this should make them so happy I can't understand.

At best, such equality of competition can mean only that each show and star involved can hope to attract only one-third the audience which would LIKE to see him.

At worst, it means sacrificing almost the whole of an audience which might possibly be lured under less cut-throat competitive conditions.

Maybe it makes sponsors and networkers happy to think they'll soon be able to drive viewers away in hordes from all their shows instead of just an occasional few like those mentioned above. However, it certainly doesn't make the viewers happy!

It just kills me to think of all the expensive commercials I WON'T be seeing because of the irresistible shows competing with them!

★ ★ ★

WHICH reminds me, just to keep you COMPLETELY up to date on Frank Sinatra's upcoming schedule, he'll be Dean Martin's guest on Martin's February NBC "spectacular." What will be competing with that show I don't know.

I do know that during the next few weeks Sinatra will be doing about 40 per cent of his TV work on NBC, which is pretty good maneuvering on the part of NBC when you consider that ABC paid a king's ransom-plus for the paper-privilege of having Sinatra under "exclusive" contract!

★ ★ ★

DON'T FORGET: From 9-10 p. m. tonight, on Channel 2, Ed Murrow's "See It Now" will present "The Lady from Philadelphia"—Marian Anderson's concert-and-propaganda tour of the Near East.

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From Felix Mendelsohn

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SATURDAY, FEBRUARY 12, 1949

BIG CORN MYSTERY!

On the third day of the big break in commodity prices, a news analyst whose combined radio and television audiences must run to millions confessed that he was mystified by the fact that corn prices had skidded below support levels.

It was an interesting admission for rather obvious reasons. For one thing, it demonstrated how widespread is the delusion that federal measures can set aside permanently the law of supply and demand.

If the construction industry in a single year were to build 10,000,000 small homes to satisfy a market for an estimated 3,000,000 homes, no one would be greatly surprised to find small-home prices going into a tailspin. But when the same thing happens in grains and other commodities, with only minor mechanical variations, there is much mystery and renewed threats of congressional investigation.

Entirely aside from such questions as to who started it and why did it come so quickly --conundrums involving private decisions which nobody ever will figure out to everyone's complete satisfaction--there is no mystery about the break in corn.

Corn nose-dived to about 40 cents below support levels because the cumulative effect of many market factors has been forcing it in that direction for a long time.

The corn crop harvested last Fall was some 400,000,000 bushels bigger than any previous corn crop since records have been kept. The indicated carryover is 700,000,000 bushels.

It was expected that much of this corn would be exported to ERP countries. Instead of the expected volume of exports, cancellations of allocations have recently been the rule. Europe apparently preferred to use its ERP dollars for other things. Recent corn shipments abroad have been almost entirely for relief in Germany and Japan.

It has been said that the high moisture content of much of the crop was a factor in the market drop. High moisture corn isn't acceptable as a basis for government loans. The fact is, however, that the percentage of "wet" corn this year was no larger, relative to the size of the crop, than it has been in other years.

Any farm owner of corn ultimately has only two choices: he can feed it or sell it. That selling it may mean letting the government have it makes no real difference. If there are fewer animals to which the farmer can feed his corn, it will become a market supply factor.

Add all these factors and the mystery of corn's toboggan disappears. Congressional quizzers may discover that there were some big bad bears in the picture, but if there were it was because the bears considered conditions right for short sales.

If we want free markets, we must be prepared to see them operate. If we don't want free markets--well, that's another matter.

QUESTIONS & ANSWERS

"How would *you* revise our labor laws?"

That challenging query heads a questionnaire, sent by the General Electric Company to its 200,000 employes.

Here are a few of the 18 questions to which "Yes" or "No" replies are requested:

--"Do you believe labor laws should see to it that both employers and unions be required to bargain in good faith?"

--"Do you believe labor laws should make it unlawful for a union to compel an employer to engage in featherbedding...?"

--"Do you believe it should be unlawful for an employe to be prevented from working by the use of violence, force or intimidation?"

--"Do you believe that labor laws in general should preserve the employe's right to strike?"

--"Should labor laws permit the forcing of an employer to hire only workers who belong to a given union?"

--"Should labor laws make it clear that a collective-bargaining contract must be honored by both parties? And that each has an equal right to sue the other for breaking the contract?"

The employe is urged to sign his name, address and occupation and mail the filled-out questionnaire to his congressman.

In this way, GE evidently believes, Congress will get some idea of what the rank and file thinks of the elements of the "slave labor law," which the President and the big union bosses are seeking to destroy.

Various inquiries have shown that the average employe actually approves of the respective components of the Taft-Hartley act--when they are dissociated from a title which has been sold to him as meaning "enslavement."

If the workers' opinions are poured into congressional offices in a floodtide of questionnaires of the GE type, the effect will be stunning.

What a jolt it will be to the big brass of labor..,and to legislating lefties who fawn upon them!

WHO IS THE PRESS?

Edward R. Murrow, ace newscaster of the Columbia Broadcasting System, is an angry man. Rightly so, we think.

He is indignant because the House committee on un-American activities has barred all reporters except "those using pen or pencil" from its sessions.

The committee, accused of being "publicity hounds," has decided to disprove the charge by banning the newsreel camera, the wire recorder, the television camera and the microphone.

But such a prohibition mistakes effect for cause. The real cause for dissatisfaction with the Un-American activities committee's methods lies in its predilection for sensational charges and for its alleged fondness for smear tactics. Broadcasts or newsreels of hearings where such charges and tactics fly about are an effect, not a cause.

Mr. Murrow mentioned newspapers' habitual emphasis upon freedom of the press--meaning freedom of the newspaperman. Now he challenges these newspapers to give editorial support to competitive media of information.

The challenge is a just one.

We believe that Article I of the Bill of Rights, forbidding Congress to pass a law abridging freedom of the press, must be generously interpreted.

Although the "press" envisaged by the Constitutional framers of 1791 was limited to newspapers--and primitive ones at that--a commonsense understanding of the term should include all methods of news transmission.

Therefore the un-American activities committee's ban is contrary to the spirit--though not to the letter--of the Bill of Rights.

Already there are signs that the committee will reconsider its stand. We hope it does.

When a vain, stout woman receives a photograph of herself she is wont to blame the camera. But the camera hasn't fattened her. It merely records the effects of whipped cream and caramels.

The analogy should be plain.

THREE RIVERS DOINGS

By CHET SHAFER

Around in th' print shop on the alley, makin' up a sale bill for Les Slote, th' auctioneer, Hokey Wittenberg said he knows what hymn the strikin' Chicago printers will sing if they ever go back to work at their type-cases. Said Hokey: "Come Thou Font of Every Blessing."

Matter of Fact:

By JOSEPH ALSOP

British Miracle

LONDON-If good news were generally regarded as headline worthy, what has been happening in Britain would long ago have made the headlines in American newspapers. There is only one way to describe it. In the past year, the British people have accomplished a miracle.

In November, 1947, when this correspondent was last in London, the economic outlook was as dark as the military outlook in July, 1940. The nation was suffering from a massive financial hemorrhage which threatened the collapse of its currency. Exports and imports appeared to be hopelessly unbalanced. Recovery of coal and other production was gravely slow. And the prospect of immediate American aid stood between the British economy, once the balance wheel of the world economy, and final, total disaster.

Now the traveler observes that things are better in the very hour of arriving in London. This sprawling, imperial city is one which depends heavily on smartness for its effect. And now fresh paint, the polished brass, the whitened steps and even the neat bay trees in tubs that made the old London are at least beginning to reappear.

The British people are still accepting without grumbling a degree of austerity that would bring on a revolution in most countries--barring starches and fresh vegetables, an Englishman's weekly ration would not make two reasonably hearty meals. But the shops are none the less full now.

A few salient facts tell the story. The drain on Britain's money reserve has been halted and sterling is becoming a scarce currency in every part of the world except the dollar area. During 1947 British exports went up by 40 per cent in value over the previous year. By December, 1948, Britain was exporting at a rate close to her national goal --the staggering goal of 150 per cent of the export total of ten years before. And in the same months, Britain, for the first time since the war, came close to bringing into balance the totals of her export income and import expenditure.

These remarkable achievements by no means permit the British to relent in their efforts. For one thing, while they are trading on an almost equal basis with the world as a whole, they are still forced to buy from the United States far more than we buy from them. Their dollar deficit is still big--about $670,000,000 for the last half-year of 1948. And while these figures represent a substantial gain, this dollar deficit must eventually be abolished altogether. Industry also must be further retooled and must see increasing competition from Germany and other reviving economies. British farming must be radically retrained for larger production. There is a long hard haul ahead.

The miracle remains. The British people must have the first credit. Credit must also go to British industry, now beginning to experiment again as it did in the 19th century. Then too there is the peculiar British political system under which the Tory opposition, behaving in a most un-Republican manner, has helped the government on all fundamental issues. And last, but not least on the credit side, there is Sir Stafford Cripps, the strange, coolly intelligent, ruthlessly determined leader, who described himself as "sometimes discouraged but never depressed." It has been his task to bring Britain out of her slough of despond. After seeing what has happened here, one no longer wonders why the mere mention of the somewhat glacial Cripps causes Paul Hoffman of the ECA to be positively sentimental.

What has happened here also has vast meaning for the United States. If the British miracle is not upset by a collapse of world trade, Britain will be standing on her own feet by 1952. Contrary to many predictions, Britain will be a great power again For the United States this means that we shall no longer have to deal with the world emergency single-handed, with all the resulting strain on our resources and our people, if the Anglo-American partnership is maintained. This will be a combination pretty formidable to be challenged by any aggressor.

...ce to hash it. Let's hope so.

TIP TO A COMMITTEE

The House Wednesday voted its Committee on Un-American Activities $200,000 to carry on its spy-chasing and kindred efforts through 1949. That's okay by us, and we think by most other Americans.

We do hope, though, that the committee will reconsider and reverse its recent rule barring radio, television and cameras from future hearings. That leaves only newspaper reporters eligible to tell the public what goes on, and allows only persons who can get physically into the committee chamber to see and hear the proceedings.

It's manifestly unfair, we think, to the general public as well as to the radio, TV and news-photo people. And it's up to the committee to keep these hearings from turning into circuses, as has happened sometimes. That is neither the affair nor the fault of any vehicle of communication reporting what the committee does.

KUP'S COLUMN

KUPCINET

Best part of the TV awards dinner Monday night at the Edgewater Beach Hotel didn't turn up on your television screen. It was the brawl involving Lovable **Tom Duggan** and his announcer **Tom Casey,** who teamed up against **Bill Wilkes,** husband of cutie-pie singer **Bette Chapel.** All three wound up scrambling on the floor in a wild exchange of blows and profanity which shocked the onlookers. The fight started when Casey spilled a drink on La Chapel, whose hubby requested that he be more careful. One word led to a few thousand more, none printable, with Lovable Tom making it a threesome. Their powder-puff punches gave it a Hollywood touch.

THE BOMBSHELL JIM (COURTESY MAN) MORAN is planning for local auto circles (as itemed here Sunday) exploded at a meeting of the Metropolitan Ford Dealers Assn. the other night. It was revealed that Moran, world's largest Hudson dealer, is leaving American Motors to switch to Ford. Members of the Metropolitan Ford Dealers Assn. voted to wire a strong protest to **Henry Ford II.** . . . Add tough breaks: **Jackie Heller,** singing to an SRO house at **Linn Burton's** Steakhouse over the weekend in his first return to Chicago in seven years, came down with laryngitis. He won't be able to fulfill the remainder of his engagement. Comic **Lenny Collyer** is pinch-hitting.

OUR DESK IS SWAMPED with letters about the **Joe Louis** income tax snarl. They're 10-1 in favor of the ex-champ. (Some even are enclosing dollar bills to start a "Joe Louis Fund.' We're returning the money.) What many of us can't understand is why the Internal Revenue Service is hesitating about accepting the settlement offered by Louis, who has been an exemplary citizen and sports hero, whereas many dubious figures have been allowed to settle tax problems for a fraction of their arrearage.

JOE LOUIS

MEMO TO ED MURROW: When you bring your Person to Person cameras into the Chicago home of **Ralph Newman,** the **Lincoln** scholar, Friday night, you'll find he has a charming daughter **Carol.** Naturally, Carol will be excited about being on your network TV show with her parents. But she's even more excited about the fact that **Eddie Fisher** and **Debbie Reynolds** will be interviewed in the other half of the show. Carol is organizer of the Eddie Fisher Fan Club at Oak Park High!

THE PATH NOW HAS BEEN CLEARED to switch **Jackie Gleason's** Honeymooners to 7 o'clock Saturday nights, Chicago time, with Stage Show following at 7:30. The move is being made possible by the sponsors of **Herb Shriner's** Two for the Money, whose contract with CBS called for their program to follow immediately after Gleason. In the change, Two for the Money will follow the much-lower-rated Stage Show. . . . The late **Mrs. Edward J. Kelly's** fabulous collection of jewelry will go on the auction block next week at the Chicago Art Galleries.

NBC'S MONITOR CAUGHT UP with **Adlai Stevenson** on the West Coast the other day and taped a **Lincoln** speech, which will be played this weekend. (TV and radio will be deluged with Lincoln tributes all weekend.) . . . Idle thought: In February, 1952, Stevenson appeared on Meet the Press, which reportedly was the start of his nationwide boom for the Democratic presidential nomination. Exactly four years later (last Sunday), **Sen. Stuart Symington** (D-Mo.) appeared on the same show. And hoping for the same results?

AN OLD YELLOWING HANDKERCHIEF, with **"Clarence Darrow"** written in script in one corner, will be in **Melvyn Douglas'** pocket when he portrays the famed lawyer in "Inherit the Wind," opening Wednesday at the Blackstone. The handkerchief was a gift from Darrow to one of his closest friends, **Dr. Preston Bradley** of Peoples Church. Dr. Bradley, in turn, has presented it to Douglas as a good luck memento. . . . National Tea's **Harley V. McNamara,** president of the Irish Fellowship Club (and leader of the band!), has landed **Sen. John F. Kennedy** (D-Mass.) as speaker for the St. Patrick's Day dinner.

ARTHA GODFREY, FOLLOWING his doctor's advice to "slow down," has notified **Peter Lind Hayes** to stand by for the entire summer. Godfrey is planning a four-month hiatus from his radio-TV chores. . . . **Sterling (Red) Quinlan,** ABC vice president in charge of Channel 7, is doing a slow burn over rumors that he's being shifted to New York. Not true. He's happy running the Chicago station.

MRS. EDWARD J. KELLY

RODGERS & HAMMERSTEIN soon will be competing with themselves in the Loop—their "Oklahoma!" in Todd-AO is at the McVickers and their "Carousel" in the new CinemaScope 55 process is coming to the Chicago Theater after "The **Benny Goodman** Story." . . . Eyeful **Barbara Ruick** of the "Carousel" cast will be cocktail party'd at Voice and Vision on Rush St. Wednesday. (She's both—a voice and a vision!) . . . **Brig.Gen. Jeremiah P. Holland** is visiting at home after a three-year tour of duty as provost marshal of the European command. His next assignment: commandant of Camp Gordon in Georgia. . . . It's **Sam Tunick's** timely observation: **"Zanuck** left 20th Century-Fox—lock, stock and **Darryl!"**

See Kup on WBBM-TV (Channel 2) at 10:45 nightly.

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KUP'S COLUMN

Reporter in a daze: "You're presenting a City of Hope plaque to **Lana Turner** at a luncheon Wednesday in Fritzel's." . . . **"Marilyn** (Hip, Hip, Hooray) **Monroe** expects you for lunch Wednesday at the Ambassador East." (We'll believe MM's in town when we see her in the flesh. She changed her arrival schedule three times.) . . . CBS officials, here for the broadcasters' convention, are pooh-poohing reports that **Ed Murrow** won't return to the network following his one-year sabbatical. He'll be back in ample time to cover the 1960 political conventions. . . . CBS is planning a one-hour documentary on teamster chief **Jimmy Hoffa.**

LEGAL EAGLES REPORT it may be more than a year before the courts determine whether **Bill Veeck** or **Chuck Comiskey** gets control of the White Sox. . . . Tip on the tense Berlin crisis: Russia's famed Bolshoi Ballet, due in New York shortly, is now hedging. The dancers don't want to be caught in the U.S. in event the situation worsens. . . . Shure, and did you know **Mrs. Catherine Byrne,** lady mayor of Dublin, fair city, has nary a drop of Irish blood coursing through her veins? She's Scottish and speaks with a burr-rrr.

THE DRAMA CRITICS AGREED "Li'l Abner" belongs in the comic strips, not the theater. But they gave the lead, **Robert Kaye,** an OK. . . . Among the first-nighters at the Blackstone Theater were **Al Capp,** who created "Li'l Abner" in the comics, and **Robert Q. Lewis,** enjoying a night off from "A Visit to a Small Planet" at Drury Lane. . . . St. Patrick's Day kibitzers exhibited a novel wearin' o' the green—they pinned dollar bills to their lapels!

MARILYN MONROE

IN THE WEE HOURS at the Trade Winds, comedian **Henny Youngman** and Robert Q. Lewis were discussing this show business predicament: What to say to the star after catching his performance in a flop? Most noncommital yet double-edged remark, they agreed, was this one: "I've never seen anything like it!" . . . Impresario **Harry Zelzer** just returned from N.Y., where he finalized his deal to present **Judy Garland** at the Metropolitan Opera House. She opens May 11, with Chicago and San Francisco engagements following. . . . **Gerry Mulligan,** the Blue Note's red-hot sax star, is being profiled by New Yorker mag. He's a controversial gent in the jazz field.

WILBUR CLARK, THE "SPIRIT of Las Vegas," is cutting short his Chicago stay to play host to the **Duke and Duchess of Windsor** at his Desert Inn. Clark, **Tommy McDonnell, Gene Murphy,** etc., are in town to open a travel agency on Boul Mich. . . . **Charlton Heston,** one of Hollywood's top-salaried stars, takes on a labor of love next month. He'll star in "Macbeth" at the Ann Arbor (Mich.) Drama Festival. . . . Add Wednesday visitors: **Darryl Zanuck's** son **Dick,** producer of "Compulsion." The **Loeb-Leopold** film opens shortly at the Woods.

TV'S MOST EXCITING TECHNICAL development, videotape, will be the topic of discussion at the Chicago TV Academy's second seminar Wednesday eve at the Fred Niles Communications Center, 1058 W. Washington. An Ampex demonstration will be included by moderator **H. Walter Thompson.** . . . Ampex, incidentally, is using the Cuban baseball series produced by Chicagoan **Max Cooper** to demonstrate its versatility. . . . Recommended listening: WIND's "My Road to Crime," the autobiography of a youthful criminal. It'll be heard each night next week. It's a tie-in with the Satevepost, which is carrying the same story in a three-part article.

FACES AND PLACES: Lana Turner, press agent **Glenn Rose** and the **Everett** (Jim Beam) **Kovlers** getting the red carpet treatment at the Red Carpet. . . . **Jimmy Saphier, Bob Hope's** TV agent, attending the broadcasters' convention and revealing Ol' Ski-Nose plans only a half dozen TV outings next season and no movies. . . . Comic **Jonathan Winters,** in town to make a recording for Motorola, breaking it up at **Johnny Jonassen's** Easy Street. . . . **Bill Klein,** the film studio chief, making it a double celebration in Fritzel's—birth of a daughter **Regina** and his 50th birthday. . . . **Yousuf Karsh,** photographer of the famous **(Pope John XXIII** recently sat for him), lunching in Fritzel's with his next subject, **Ray Kroc.**

'TWAS A MERRY ST. PATRICK'S DAY, shure, for **Dan O'Herlihy,** here for the premiere of "Imitation of Life." His wife **Elsie** broke the news to him via long-distance—he'll be a papa for the fifth time. . . . **Eydie Gorme's** warbling at the Chez Paree is the talk of the show-biz set. She's never been in finer voice. Which means she's the absolute end. . . . Comic **Marty Allen** on the same bill has been offered a South American tour with **Nat (King) Cole.** (The King's jester, no doubt!)

EYDIE GORME

ROBERTA SHERWOOD'S CLOSING at the Black Orchid was a night to remember. She was zing-a-ling all the way. . . . Deejay **Jim Mills,** ex'd by WMAQ, has moved his microphone to WCFL and WAIT. . . . Overheard at the Country Store restaurant: "I always thought my wife was the most beautiful and intelligent woman in the world—until I met some of the other women in the world!"

THE CHRISTIAN SCIENCE MONITOR, BOSTON

CSM
Oct 20, 19

Edward R. Murrow Speaking

TV Parliament Proposed

By Peter Lyne
Parliamentary Correspondent of The Christian Science Monitor

London

One of Britain's favorite Americans, TV commentator Edward R. Murrow, has just been saying some exciting things here about TV in politics and the possibility of a kind of mid-Atlantic TV parliament.

Mr. Murrow is warmly remembered by the British for his brilliant and inspiring "This Is London" commentaries during the blitz in World War II. He has since then brought Britain and the United States still further together with his "Small World," "Person to Person," and other programs on TV.

That august body, the British Association for the Advancement of Science, showed its regard for Mr. Murrow when it asked him to address the members at London's historic Guildhall on "television and politics."

Release Due Oct. 22

The lecture was delivered on the night of Oct. 19. It was due for general release on commercial TV in Britain on the night of Oct. 22.

One of the most interesting suggesting made by Mr. Murrow was that there should be a kind of mid-Atlantic Parliament on TV through which there would be weekly debates between members of the British Parliament and of the United States Congress.

As he has shown in his own programs, Mr. Murrow is a great believer in hard-hitting discussion. He told his British Association audience that the right to disagree in public and even rail at each other was what made the Western democracies different from the totalitarian states. He added, "The option needs to be exercised."

To many here this Murrow approach is of major significance.

Long Debate Cited

For 30 years this reporter has listened to advocates of better understanding saying how necessary it is to have straight, hard-hitting, thrashing-out of differences across the Atlantic. But this is easier said than done. One finds it necessary to know a person fairly well before complete frankness can be safely employed.

The sort of programs with which Mr. Murrow has been associated have been a good example of how not to take offense in a robust argument. Some of the characters he has set dueling on TV have been real firecrackers, like British conductor Sir Thomas Beecham and singer Maria Callas. But the exchanges have been stimulating and enlightening and a fine lesson in the difficult art of straight speaking.

Mr. Murrow told his Guildhall audience that in both TV and politics the Anglo-American partnership ought to "go searching for dragons. . . . The alliance is not a fragile thing likely to collapse if our differences are exposed. We are both so preoccupied with the Soviet menace that we forget our own potential."

Edward R. Murrow

TV in Politics Noted

Britain's controversial soldier, Lord Montgomery, was recalled by Mr. Murrow as an example of a dragon who was thought by the British press to be endangering Anglo-American relations. But he thought on the whole the Americans enjoyed some "Monty" provocation.

About TV in the British election which has just been concluded, Mr. Murrow said he thought Liberal leader Jo Grimond was best. The Labor Party, in his view, was technically the most competent. Prime Minister Harold MacMillan, he thought, appeared to be speaking "from Cloud Seven" in his final appeal to the nation.

Then Mr. Murrow gave his views on TV in politics. He said "in the area of politics we are all ignorant. We need to know much more than we do.

"We have spent vast sums on research. . . . But we don't know with any degree of accuracy how we sell or convey ideas. My own conviction is that there is no substitute, no technique, no use of film that replace the individual who has conviction."

Key Figures Compared

Judging by TV standards of today, Mr. Murrow, said he thought Lincoln and Jefferson might never have been nominated for the United States presidency. On the other hand, Woodrow Wilson might have won his fight for the League of Nations and changed world history.

Of President Eisenhower and Adlai E. Stevenson, Mr. Murrow said "both men televise well; both have the necessary modicum of histronics.

"But Eisenhower is simple, Stevenson is considerably less so. Stevenson is more deft, has greater command of language and overtone, and has much more humor.

"But Stevenson just plain doesn't like television. He resents the tyranny of the clock, the bright lights, the make-up, everything about it, and it shows."

"Eisenhower conveys the impression that he would like to step out of the set and, in the American vernacular, 'press the flesh'—shake hands—slap the viewer on the back and say: 'We're just ordinary guys, but together we can get the job done.'

"Stevenson, on the other hand, gives the impression that things are pretty complicated and would require some hard thinking and difficult decisions."

'See It Now' and the Vice-Presidency — Foreword to Opera Next Week

Murrow-Friendly Series Expanded to Hour

Radio-TV

By Rod Nordell

"See It Now" began a new series of hour-long programs on CBS-TV last week with a restrained and informative production entitled **"The Vice-Presidency—the Great American Lottery."** It traced the role of the Vice-President from earliest days and suggested that the method of selecting this executive might be improved. As produced by Edward R. Murrow and Fred W. Friendly, the broadcast illustrated some of the possibilities of television as an editorial medium.

The producers obviously felt that the public needed awakening to the way the two-party system changed the Vice-President from "second best qualified man" to a figure placed on the ticket for political reasons. They showed how often Vice-Presidents selected in the latter manner have been called on to take the place of the Chief Executive. They brought up questions about the Constitution's ambiguity of phrasing in regard to the Vice-Presidency.

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A dramatization effectively indicated how Tyler firmly interpreted the Constitution to mean that the Vice-President can become President, not merely acting President. Former President Truman, in an interview, smilingly echoed this interpretation.

However, Mr. Truman said that he thought the selection of the Vice-President might be improved through greater public participation. Two other former Vice-Presidents, Alben Barkley and Henry Wallace, offered similar opinions.

As the principal narrator, Mr. Murrow spoke with his usual soberness and clarity. Drawings and statues were used to represent early Vice-Presidents. Newsreel clips showed later ones. Carl Sandburg talked about Andrew Johnson in a scene set in Johnson's tailor shop. Victor Moore briefly recreated his role of the forgotten Vice-President Alexander Throttlebottom from "Of Thee I Sing." President Eisenhower was shown discussing the Vice-Presidency at a news conference.

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Though the production had amusing sidelights, it was not primarily entertainment in the guise of journalism. It seemed based on the assumption that the television audience is not always seeking diversion but will accept a thoughtful presentation of a serious subject. It is good to have such an assumption made by men as skilled as Mr. Murrow and Mr. Friendly.

On the Sunday before this Wednesday show, some of television's best jazz turned up unexpectedly on a religious program. It was the third broadcast on **"The Theology of Jazz"** in CBS-TV's "Look Up and Live" series. Wilbur De Paris and his New Orleans Jazz Band provided excellent musical illustrations for a discussion between Merv Griffin and the Rev. Alvin Kershaw, whose knowledge of jazz had become known to the country through "The $64,000 Question."

The religious aspect of the program emerged in the minister's consideration of jazz as a legitimate form of human expression that he felt should not be condemned through confusing it with the disreputable atmosphere in which it has often been played. As he told something of the history of jazz, Mr. De Paris and his group contributed appropriate numbers in a sincere jazz manner. There was none of the exhibitionism that often tempts those presenting jazz to a mass audience.

Lighting effects and camera tricks might have bothered the jazz purist. But for the most part they served to draw appropriate attention to individual musicians and to vary the image on the screen.

Opening Tonight

At the Shubert—"Pipe Dream," new musical, based on John Steinbeck's novel, "Sweet Thursday," with music by Richard Rodgers and book and lyrics by Oscar Hammerstein, 2nd. Helen Traubel, William Johnson, and Judy Tyler are starred.

Harold Clurman directed the production, which has settings and lighting by Jo Mielziner, costumes by Alvin Colt, choreography by Boris Runanin, orchestrations by Robert Russell Bennett, and musical direction by Salvatore dell' Isola. The show, which is presented by Rodgers and Hammerstein is the fourth offering in the subscription series of the Theater Guild and American Theater Society.

Curtain tonight rises at 8 o'clock.

Talbot

Frances Bible will sing the title role of Rossini's "Cinderella" at the Boston Opera House Monday evening when the New York City Opera Company opens its engagement.

New York Company Bringing Two Revivals

By Harold Rogers

Music lovers are generally wary of operatic revivals, especially if the works have been off the boards for many years. Bostonians however, may approach two arriving next week with keen interest and the security of knowing that the revivals have been tested and accepted with much réclame in New York.

These two operas—both of which have not been heard in Boston during this century—are Rossini's "Cinderella" (La Cenerentola) and Nicolai's "The Merry Wives of Windsor." They are in a repertoire of seven that the New York City Opera Company will bring to the Boston Opera House Monday. "Cinderella" will be heard opening night. "The Merry Wives" will hold the stage Thursday evening, Nov. 10.

Recently in New York I attended performances of both operas and found them thoroughly entertaining. One could easily see why they had won critical acclaim. In settings and costumes they are attractively and colorfully dressed. Both the Rossini and Nicolai scores are rich in lyrical melody—the first of the late classical period, the second outspokenly romantic.

Rossini composed "Cinderella" in 1817, one year after his noted "Barber of Seville." The New York City Opera sings it in English—hence the English title. Joseph Rosenstock, the company's director, decided to revive the work in 1953 as a vehicle for the special talents of Frances Bible, one of the company's leading mezzo-sopranos, who has been with the group since 1948. The role requires a contralto quality with coloratura flexibility—in other words, a kind of voice seldom found in our day.

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Mr. Rosenstock first presented "Cinderella" in its original Italian, but he soon decided that its humor would be far more communicable if it were sung in English. He had begun arrangements to have it translated when he received a call from Martha England, a faculty member of the English department at Smith College.

She offered to make a translation, and showed Mr. Rosenstock a sample of her work. He liked it, and gave her the green light. James Durbin, Jr., also of the Smith faculty, joined her. Mr. Rosenstock considers their finished product the most singable and the most natural translation available. Since many of the melodies are embellished with scrollwork, it was not easy to find singable words that could still be understood.

The libretto by Jacopo Ferretti follows the fairy tale to a certain extent, but Rossini had an aversion to the supernatural and insisted that the fairy godmother be eliminated. We find, however, that Cinderella has problems with her simpering sisters and disappointment over not being invited to the Prince's ball, but we find her wishes are granted on a realistic basis. A pair of twin bracelets serve for identification purposes rather than a glass slipper.

The stylized settings for "Cinderella" are especially interesting. Designed by Rouben Ter-Arutunian, they are based on a reproduction of a setting for "La Cenerentola" that Covent Garden used in 1830. This reproduction was made by the Pollack Toy Theater, a company that copied stage settings—"penny plain and tuppence colored"—for use in the nursery.

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Otto Nicolai, a German composer, wrote his "Merry Wives" in 1849—32 years later than Rossini wrote "Cinderella." It is based, of course, on Shakespeare's comedy, and the English version is by Josef Blatt, a Viennese composer-conductor now on the faculty of the University of Michigan.

Mr. Rosenstock revived this work on March 31 of this year. It had not been produced professionally in New York for 32 years, and was last performed in Boston in 1886. The score ripples along in a rollicking way from first to last as it underscores the pranks played by Mistress Ford and Mistress Page on a fatuous Falstaff.

The cast for the Boston performance will be the one heard in New York. Phyllis Curtin, whose fine work is well known here, will sing the role of Mistress Ford, and Edith Evans will be heard as Mistress Page. Peggy Bonini and Jon Crain will be seen as the young lovers, Anne Page and Fenton; William Shriner and Leon Lishner as the befuddled husbands; and Richard Wentworth as Sir John.

The cast for "Cinderella" will be headed by Frances Bible and Davis Cunningham, who will appear as Don Ramiro, the Prince. Others will be Donald Gramm, Peggy Bonini, Richard Wentworth, Edith Evans, and Arthur Newman.

Calder Willingham's novel and play, "End as a Man," will be made into a film by Horizon Productions.

'The Seven Year Itch'

At the Colonial—Comedy by George Axelrod, presented by Courtney Burr and Elliott Nugent, directed by John Gerstad, designed and lighted by Frederick Fox, with production supervised by Mr. Nugent. The cast includes:

Richard Sherman ..... Eddie Bracken
Helen Sherman ..... Kaye Lyder
Miss Morris ..... Diana Millay
Elaine ..... Constance Simons
Marie ..... Suzanne Sholes
The Girl ..... Anne Kimbell
Dr. Brubaker ..... James Arenton
Tom Mackenzie ..... Edward Hunt
Voice of Richard's Conscience ..... Bruce Brighton
Voice of Girl's Conscience ..... Nancy Watts

'Kismet' Film Under Way

Hollywood Letter

By Richard Dyer MacCann
Hollywood

Here comes another of those multi-media adaptations which Hollywood is doing these days. This time it's "Kismet."

The life of this colorful show has been a long one. First a dramatic vehicle for Otis Skinner in 1911 (as written by Edward Knoblock), it became a movie in 1920 and 1930, starring Mr. Skinner both times. In 1944, a Technicolor sound film offered Ronald Colman and Marlene Dietrich.

On Aug. 17, 1953, Los Angeles saw a new musical stage version by Charles Lederer and Luther Davis, with the melodious themes of Alexander Borodin adapted by Robert Wright and George Forrest. It reached Broadway in December and amassed 580 performances after that. The same fellows have written the screenplay for M-G-M's forthcoming picture, which is expected around Christmas time.

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Arthur Freed is producing; "Kismet" is his 34th musical. Vincente Minnelli, who also directed "An American in Paris" for Mr. Freed, has had the time of his life with "Kismet." Nobody in Hollywood is better known for his use of color and the framing of beautiful scenes. With the backgrounds and costumes of this show, color is bound to be the real star, despite the distractions of such popular people as Howard Keel, Ann Blyth, Dolores Gray, Vic Damone, Monty Woolley, and Sebastian Cabot. The dances are directed by Jack Cole.

Mr. Minnelli stresses that Metro is giving the show a complete new individuality. This will no doubt involve a delicately balanced compound of fantasy with authenticity.

First-century Baghdad streets, palaces, bazaars, and harems have been studied and reproduced. Thousands of "props"—from ancient musical instruments to statuettes—include some brought to Hollywood from Moslem countries just for this show.

But the romantic nature of the story encourages everybody to use imagination, too. Mr. Minnelli has managed to secure a new plastic substance that looks like rose quartz, from which the palace walls were stamped out in intricate patterns. I believe that these settings are among the most beautiful ever executed in Hollywood. They are probably more exquisite than anything the real caliph of Baghdad managed to get out of his workmen.

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You may have to look sharp to notice the backgrounds, however. The camera, naturally, will be following the people, and the people are going to be wearing some of the most elaborate and tricky costumes you ever saw. Tony Duquette, who ordinarily fixes up figurines, jewels, wire images, and other decorations for the home, was called in to plan some original costume ideas, and he has all but gone "all out."

What these men and women are wearing—especially on their heads—is as impossible to describe as the plot of this complicated story. Suffice it to say that Mr. Duquette, when pressed to explain some of his creations, explains that he did not feel he needed to limit himself to materials or patterns known in Baghdad in a certain era.

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"As a matter of fact," he elaborates, "the costumes represent bits of this and that from all parts of the world. The beaded flowers on the heads of the harem girls are from Venice; the gold costume worn by Dolores Gray is fashioned from saris from India; Vic Damone's dashing red-and-green coat is made from Japanese tribute silk. Howard Keel's homespun beggar costume is from Tibet and Ann Blyth's jewelry from Egypt."

One of the most important assistants on a picture like this is the turban-twister. Chanan Singh Sohi by name, he came to Hollywood from India in 1928, and later gave up acting to take care of headgear. One day when "Kismet" was shooting, he wound 200 turbans in less than 90 minutes. He considers this something of a record, in view of the fact that men in India usually devote at least 10 minutes to the correct construction of their head-covering. Most of them start with a knot of hair pinned at the top of their heads, he says. Hence when Howard Keel, who rolls his own turban, got a butch haircut, he added a serious difficulty to the problem.

"It takes a stiff backbone to tie a good turban," Sohi says. "Men with wobbly heads wind wobbly turbans. The turban is a giveaway to the personality."

Iris

Vicente Escudero will come with his Spanish dancers to Symphony Hall Friday night.

Eddie Bracken at Colonial

Eddie Bracken came to the Colonial last night in George Axelrod's comedy, "The Seven Year Itch," concerning a summer bachelor's experiment in infidelity.

On a second viewing, there seems, if anything, less substance than before to Mr. Axelrod's plot about a New York apartment dweller whose seven years of happy marriage do not prevent his having an affair with a girl from upstairs when his wife goes to the Cape for the summer.

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As before, the most ingenious parts of the play concern the husband's reaction to the situation. An element of satire marks his fantasies about being a Don Juan, about discovering his wife with another man, about trying to tell her of his own unfaithfulness.

Under John Gerstad's direction, black-out fantasy scenes merge smoothly into scenes of comparative realism. Comedy stems from the husband's carryover of fantasy into his actual relations with people.

For the most part, however, Mr. Axelrod has sought humor in allusions to sex. They range from guileless comments by the girl to professional remarks by a visiting psychiatrist, to various broader and coarser references.

Mr. Bracken's deftly cartooned performance suggests that it would be entertaining to see him in a less limited vehicle. Though Tom Ewell has made the central role his own on both the stage and screen, Mr. Bracken plays it with skill in an individual manner.

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He has the part worked out in detail, hurrying or slowing lines effectively, introducing bits of mimicry, always having a grimace or blank look on hand at the right time. He enlivens the stage with a funny trundling walk. His automatic way with the refrigerator and record-player indicate that he has taken the trouble to make the character at home in the apartment where he is supposed to live.

Anne Kimbell plays the girl with brightness but perhaps a shade too much emphasis on breathless naïveté. Kaye Lyder gives the undeveloped role of the wife an unexpected sharpness and attractiveness. The other players are useful comic accessories.

R. N.

Geiringer to Speak

The next meeting in the Boston University "Great Music" series will take place on Wednesday evening at 7:15 in room 12 the College of Liberal Arts, 725 Commonwealth Avenue. Karl Geiringer will give an illustrated lecture on Haydn's symphonies. The public is invited to attend.

New Music From Louisville

Recordings

The Louisville Orchestra continues to issue its own recordings of the new works it has commissioned. As many listeners know, this orchestra is rendering a service to music unequaled by other American orchestras. For some years it has given commissions to promising or established composers. It has performed the works created, and has recorded them for present pleasure and posterity's profit.

The Louisville Orchestra has commissioned works by well-known composers but by and large its commissions go to younger writers who are building a name or to older writers who are a bit off the beaten path. One recent Louisville Orchestra disk (LOU-545-9) offers new pieces by Gottfried von Einem, one of Austria's leading composers; Karol Rathaus (a native of Poland who passed on in New York last year); and George Perle, a resident of Louisville.

The von Einem Meditations, Op. 18, again display the vigor and virility of this man's writing. It is honest effort in the contemporary vein; and if it has a soupçon of Stravinsky, we see that von Einem has simply responded to the stimuli of our age.

The Rathaus Prelude for Orchestra indicates the debt this man owes to Hindemith, and the results, while earthy and well bound, are often without true substance. **George Perle** in his **Rhapsody for Orchestra** does a craftsmanlike job in the American school of Copland and Harris, though the composer admits to having been strongly influenced by Schönberg.

Another Louisville Orchestra disk, also under the convincing direction of Robert Whitney, brings us works by the Argentinian, Ginastera, and by William Bergsma, Henri Sauguet, and Robert Ward (LOU-545-10). The Ginastera piece is called **Pampeana No. 3, A Pastoral Symphony.** It is a colorist item in folksy style that belongs to the school of the sophisticated primitive, now popular in Mexico and South America.

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The Bergsma piece is called **"A Carol on Twelfth Night,"** in which the "Twelve Nights of Christmas" are recounted in their panoramic way with jolly modern overtones. The Sauguet and Ward items—**"Les Trois Lys" and Euphony for Orchestra,** respectively—also hold their share of interest as fine examples of contemporary writing.

Geza Anda is a young European pianist who, to judge by his recordings, has considerable talent and promise. He is now engaged in his first tour of the United States where he is appearing in recital and with some of our leading orchestras. He played the **Beethoven Piano Concerto No. 1** last week in Worcester, Mass., with the Philadelphia Orchestra.

Mr. Anda's performance of this same concerto is now available on a new Angel disk (ANG-35248), but his accompanying ensemble for this performance is the Philharmonia Orchestra of London, also now on its first tour of the United States. Alceo Galliera is conductor.

The pianist gives us an incisive and polished performance, proper in style and mood. His thoughtful traversal of Beethoven's "Moonlight" Sonata is also included, a fine bonus for those who are seeking a good recording of the First Piano Concerto.

However popular and well known **Verdi's "Aïda"** is, there are doubtless many seasoned collectors, as well as those youngsters who are just beginning to build collections, who do not have this opera in their libraries. A star cast is to be heard in a new Victor album (LM-6122) that includes Zinka Milanov as Aïda, Fedora Barbieri as Amneris, Jussi Bjoerling as Rhadames, Leonard Warren as Amonasro, and Boris Christoff as Ramfis.

These superb voices were recorded in the Rome Opera House under the intense direction of Jonel Perlea. It is a joy to listen to the ringing richness of these seasoned singers, most of whom are favorites at the Metropolitan.

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There are several new recordings of folk songs that bear mentioning. The unusually high tenor voice of John Jacob Niles is heard on a fine Camden disk called **American Folk Songs** (CAL-245). Many of these are those he has collected, arranged, and published.

Burl Ives, a balladeer of sturdier sorts, appears on a new Decca disk called **Songs for and about Men** (DL-8125), a selection of items that sing of men who are lonely, in love, imprisoned, or adventurous.

Those two winning balladeers known as Marais and Miranda give us one of their recitals as we would hear it in the concert hall. On a Decca recording called **Marais and Miranda in Person** (DL-9027) we hear not only their charming African songs, but also Marais' verbal program notes, interspersed with Miranda's sly little laugh-provoking side remarks. If you haven't heard or can't hear these two in person, this disk is the next best thing.

H. R.

Budapest String Quaret

The Jordan Hall box office is open for tickets to the Budapest String Quartet concert on Friday evening, Nov. 18. Their program will include Ravel's Quartet in F major; Brahm's in B-flat major, Op. 67; and Mozart's in G major, K. 387.

Entertainment Timetable

Music

Symphony Hall—Boston Symphony Orchestra. Richard Burgin conducting; Ruth Posselt, violin soloist. 8:30.

Theater

Colonial—"The Seven Year Itch." Eddie Bracken, Anne Kimbell. 8:30. Mat. Wed. 2:15.
Plymouth—"The Lark." Julie Harris, Boris Karloff. 8:30. Mat. Thurs. 2:15, Sat. 2:30.
Shubert—"Pipe Dream." Helen Traubel, William Johnson. 8. Thurs., Sat. Mat.

Films in Boston

Astor—Shorts, 9:40, 11:55, 2:05, 4:20, 6:35, 8:30. "Night of the Hunter." Robert Mitchum, Shelley Winters, 10:20, 12:35, 2:50, 5, 7:18, 9:30.
Beacon Hill—"Game of Love." 10.20, 12:39, 2:55, 5:17, 7:36, 9:55. Shorts, 10:02, 12:21, 2:40, 4:59, 7:18, 9.37.
Boston—"Cinerama Holiday." 8:40.
Center—"They Were So Young." 9:45 1:15, 4:40, 8:10. "To Hell and Back." 11:10, 2:40, 6:10 9:40.
Exeter—"The Divided Heart," Cornell Borchers, Yvonne Mitchell. 1:45, 4:25, 7:05, 9:45. "A Day to Remember," 3:10, 5:50, 8:30.
Fenway—"Rebel Without a Cause." James Dean. 11.30, 2:45, 6, 9:15. "Cross Channel," Wayne Morris, 1:30, 4:50, 8.
Keith Memorial—"Siam." 9:30, 12:21, 3:13, 6:04, 8:55. "The Tall Men," Clark Gable, Robert Ryan, 10:20, 1:11, 4:03, 6:54, 9:45.
Kenmore—Shorts, 1, 3:03, 5:06, 7:09, 9:15. "Marty." Ernest Borgnine, Betsy Blair, 1:30, 3:36, 5:42, 7:45, 9:42.
Mayflower—Shorts, 9:45, 11:55, 2:10, 4:20, 6:35, 8:55. "The Bed," Richard Todd, Dawn Addams, 10:10, 12:20, 2:35, 4:45, 7, 9:13.
Metropolitan—"Finger Man," Frank Lovejoy, 9:55, 1:15, 4:35, 8. "Girl in the Red Velvet Swing," Ray Milland, Joan Collins 11:25, 2:45, 6:10, 9:30.
Orpheum—"Trial," Glenn Ford, Dorothy McGuire, 10:05 12:25, 2:50, 5:10, 7:30, 9:55.
Paramount—"Cross Channel." Wayne Morris. 9:50, 1:15, 4:40, 8:05. "Rebel Without a Cause." James Dean, 11, 2:25 5:55, 9:20
Pilgrim—"Three Stripes in the Sun." Aldo Ray, Phil Carey. 9:30, 12:25, 3:25, 6:25, 9:25. "Teen Age Crime Wave," 11:05, 2:05, 5:05, 8:05.
State—"Trial." Glenn Ford, Dorothy McGuire, 12:10, 2:35, 5, 7:25, 9:50.
Strand—"Man From Laramie." James Stewart, "Bring Your Smile Along," Frankie Lane
Telepix—Paintings in Florence; "Ink Spots"; Thailand; Cleveland; "Tanbark and Turf"; cartoons; news. 10:30 a.m. to midnight.
Trans-Lux—"Left Hand of God." Humphrey Bogart, 9:30, 12:43, 3:44, 6:57, 10:10. "Magnificent Matador," 10:57, 2:10, 5:11, 8:24.
Uptown—"A Man Alone." Ray Milland, Mary Murphy. 11, 2, 5:10 8:15. "Left Hand of God." Humphrey Bogart, 12:35, 3:35 6:40, 9:50.

Films in Suburbs

ALLSTON—Capitol: "Not As a Stranger." "Doctor in the House."
ARLINGTON—Capitol: "The Shrike." "Girl Rush."
Regent: "Private War of Major Benson." "Pearl of South Pacific."
BRAINTREE—Braintree: "Boys Prison." "So Young, So Bad."
Quintree Drive-In: "Summertime." "Yellow Tomahawk."
BROOKLINE—Cleveland Circle: "Private War of Major Benson." "Foxfire."
Coolidge: "Left Hand of God." "Devil's Harbor."
Hancock Village: "Left Hand of God." "Virgin Queen."
CAMBRIDGE—Brattle: "A Nous La Liberté." "Chevalier de Menilmontant." "Romantic Youth." 5:30, 7:30, 9:30.
Central: "It's Always Fair Weather." "Scarlet Coat."
Eliot: "Blackboard Jungle." "Purple Plain."
Fresh Pond Drive-In: "Private War of Major Benson." "Naked Spur."
University: "Top of the World." 1:38, 4:51, 8:04. "Left Hand of God." 3:16, 6:29, 9:42.
CHARLESTOWN—Thompson Sq.: The Kentuckian." "Road to Denver."
DEDHAM—Community: "Left Hand of God." "Virgin Queen."
DORCHESTER—Adams: "Left Hand of God." "The Dam Busters."
Codman Sq.: "The Dam Busters," 1:15, 7:45. "Left Hand of God," 3:04, 9:34.
Dorchester: "Wichita." "Big House, U.S.A."
Franklin: "Virgin Queen." "Left Hand of God."
Strand: "Stranger on Horseback," 1:15, 7:45. "Summertime," 2:26, 8:56.
EVERETT—Park: "The Kentuckian." "Top of the World."
FRAMINGHAM—Cinema: "To Hell and Back."
Gorman: "Blood Alley." "Green Buddha."
St. George: "To Hell and Back," "Night Freight."
HYDE PARK—Farmount: "Left Hand of God." "Virgin Queen."
LEXINGTON — Lexington: "Virgin Queen." "Pete Kelly's Blues."
MALDEN — Auditorium: "Trouble in Store" 1:15, 7:52. "Virgin Queen." 2:52, 9:22.
Granada: "Stranger on Horseback." 1, 4:43, 8:03. Summertime," 2:41, 6:01, 9:21.
Strand: "Chicago Syndicate," 1:11, 7:52. "Left Hand of God." 2:54, 9:24.
MATTAPAN—Oriental: "Summertime," "Stranger on Horseback.
MAYNARD—Fine Arts: "The Tall Men." 2:30, 5:45, 8:15.
MEDFORD—Fellsway: "My Darling Clementine." "Hell's Island."
Meadow-Glen Drive-In: "Summertime." "Yellow Tomahawk."
Medford: "The Shrike." "Ain't Misbehavin'."
MELROSE—Melrose: "Strategic Air Command," "Return to Treasure Island."
NATICK — Drive-In: "Summertime," "Stranger on Horseback."
NEEDHAM—Paramount: "Virgin Queen." "Foxfire."
NEWTON—Paramount: "Footsteps in the Fog." "Chicago Syndicate."
QUINCY — Strand: "Summertime." "Stranger on Horseback."
ROSLINDALE—Rialto: "Left Hand of God." "Virgin Queen."
ROXBURY—Egleston: "Left Hand of God." "Virgin Queen."
SOMERVILLE—Ball Sq.-Capitol: "Pete Kelly's Blues." "Girl Rush."
Central: "Female on the Beach." "One Desire."
Teele Sq.: "Doctor in the House." "Chicago Syndicate."
WAKEFIELD — Wakefield: "Pearl of South Pacific," 6:25, 9:41. "Wizard of Oz." 8.
WALTHAM—Central: "Belles of St. Trinian's." "Kind Hearts and Coronets."
Embassy: "Summertime." "Stranger on Horseback."
WATERTOWN—Coolidge: "Wake of the Red Witch." "I Remember Mama."
WELLESLEY HILLS—Playhouse: "Doctor in the House." "The Shrike." 2:15, 7:45.
WEST NEWTON—Newton: "Battle Taxi." "Summertime."
WINCHESTER—Winchester: "End of the Affair." "Tall Man Riding."
WINTHROP—Winthrop: "Blood Alley." "Robber's Roost."
WOBURN—Strand: "Man From Laramie." "Bring Your Smile Along."
WOLLASTON—Wollaston: "It's Always Fair Weather." "One Desire."

AMUSEMENTS

BOSTON (STAGE)

PLYMOUTH NOW thru NOV. 12
EVES. 8:30. Mats. Thurs. 2:15, Sat. 2:30
"Huge success . . . thundering applause. Julie has never done anything finer." —Doyle, American
"A splendid play. We are fortunate to have it in our city." —Hughes, Herald
"Brilliantly done." —Norton, Post
"A vivid drama . . . If you want to see first-rate modern theatre, see 'The Lark'. Boris Karloff gives a noble and mellow performance." —Durgin, Globe
"A memorable experience, one that shouldn't be missed. It's a series of thrills up and down the spine." —Maloney, Traveler
JULIE HARRIS in The Lark
A play by Jean Anouilh
Adapted by LILLIAN HELLMAN
also starring BORIS KARLOFF

SHUBERT • TONITE AT 8
EVES. 8:30. MATS. THURS. 2:15, SAT. 2:30
RODGERS & HAMMERSTEIN present
Helen TRAUBEL • William JOHNSON
in a new musical
Pipe Dream

AMUSEMENTS

NEW YORK (STAGE)

"Moving, funny and attractive play about decent people with good instincts."—Atkinson, N.Y. Times
PATRICIA NEAL in A ROOMFUL OF ROSES
Staged by GUTHRIE McCLINTIC
PLAYHOUSE, 48th St. E. of B'way. Ci. 5-6060
Evgs. at 8:40. Mats. WED. & SAT. at 2:40

"Enchanted Comedy"—Atkinson, Times
ELI WALLACH JOHN BEAL
THE TEAHOUSE OF THE AUGUST MOON
MARTIN BECK Theatre, W. 45th St.
Mon. thru Thurs. Eve. $4.60, $4.05, $3.45, $2.90, $2.30, $1.75. Fri. and Sat. Eves. $6.25, $5.20, $4.60, $4.05, $3.45, $2.90, $2.30, $1.75. Mats. Wed.&Sat. $4.05 $3.45, $2.90, $2.30, $1.75

NEW YORK (MOVIES)

RADIO CITY MUSIC HALL
Rockefeller Center
TRIAL
starring
GLENN FORD • DOROTHY McGUIRE
Arthur Kennedy • John Hodiak • Katy Jurado
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

N. Y. City Opera
OPERA
SEATS NOW: for week of Nov. 7
OPERA HOUSE
Gala Opening NEXT MON. EVE.
Rossini's "CINDERELLA"
(in English)
2nd Balc. Sold out. Seats left $3.30 to $4.95.

BOSTON (CONCERTS)

ZIMBLER
Sinfonietta—Tom'w Eve.
JORDAN HALL SEATS NOW

BUDAPEST
STRING QUARTET
Seats Now: Jordan Hall
(Fri. Eve., Nov. 18)

AMUSEMENTS

BOSTON (MOVIES)

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CINERAMA HOLIDAY
COLOR BY TECHNICOLOR
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Mats. Wed., Thur., Fri. at 2:30 P.M. $1.75-$1.20
Mats. Sat., and Sun. at 2:30 P.M. $2.40-$1.75
Extra Show Sat., Sun. 5:30 P.M. $2.65-$1.75
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THE TALL MEN
COLOR by DE LUXE CINEMASCOPE
Ex. Special - WALT DISNEY'S 'SIAM'

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with CORNELL BORCHERS • YVONNE MITCHELL
also A DAY TO REMEMBER

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Ray Milland—Joan Collins
Farley Granger
'The Girl in the Red Velvet Swing'
Cinemascope—Color by DeLuxe
plus—"FINGER MAN"
PARAMOUNT FENWAY
James Dean—Natalie Wood
"REBEL WITHOUT A CAUSE"
Cinemascope—Warner Color
Plus—"CROSS CHANNEL"

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OPEN. ORPHEUM 9:15—STATE 11:15
M-G-M's "TRIAL"
starring Glenn FORD • Dorothy McGUIRE
ARTHUR KENNEDY • JOHN HODIAK • KATY JURADO
Plus
TOM & JERRY CARTOON • PETE SMITH

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Colette's The Game of Love
Beacon Hill
COMFORTABLY AIR CONDITIONED

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Ray MILLAND Mary MURPHY "A MAN ALONE"

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A French Film Opp. R. H. White
Richard Todd • Dawn Addams • Vittorio DeSica
"THE BED"

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STARTS TOMORROW
CHARLTON HESTON
"PRIVATE WAR OF MAJOR BENSEN"
RICHARD BASEHART
"CANYON CROSS ROADS"

BOSTON (Kenmore Sq.)

4th MONTH
PADDY CHAYEFSKY
"MARTY"
ERNEST BORGNINE
BETSY BLAIR
Released thru United Artists
KENMORE
NEAR KENMORE SQ.

CAMBRIDGE (MOVIES)

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"Has never been surpassed"—Times
5:30 — 7:30 — 9:30

UN 4-4580
UNIVERSITY
HARVARD SQ.
Humphrey BOGART Gene TIERNEY CinemaScope
"TOP OF THE WORLD"
CONTINUOUS FROM 1:30

Chronicle
Allentown, Pa.
Circulation .....20,416 E.

OCT 16 1957

Dorothy Kilgallen

Eydie Gorme Writes

(Dorothy Kilgallen is on vacation. Pinch-hitting for her today is the young star of television, night clubs and records, Eydie Gorme.)

Ask any single young girl what she'd like to talk about most, and chances are she'll answer, "men."

Well, since I fit the description and they're one of my favorite subjects, too, I'm going to tell you about a few of the men in my life. They're the wonderful guys I've met in the most exciting part of my life, show business. There are things I remember about each of them that always make me smile.

Steve Allen, for instance, is a man I'll always think of with more than casual interest, for he was the man who gave me my first break in the big-time on his old "Tonight" show. There was a time when Steve, by accidentally - on - purpose slip of the tongue, introduced me as "Easy Gorme." This went on for weeks and weeks until one night he added as only he can, "I don't know why I call her Easy — She really isn't!"

Another thing that I can't forget about Steve is his ability to relax. I'll just give you an example of how really relaxed he is. A television rehearsal is one of the most hectic things that I've ever been through. A million people are constantly milling around the set seeing to lights, camera angles, music, script, and all of the other things that go into putting together a good show. Well, one day I was rehearsing a blues number which called for me to cross from one side of the stage to the other and sit down on a bed. Unknown to me, Steve entered and stretched out on it. By the time I'd finished the number and looked around, there he was, sound asleep. My first impulse was to be terribly insulted, but when I thought about it, it was kind of flattering. He had found my singing so soothing that in a studio filled with all kinds of noises, I could croon him to sleep. That's a big compliment — isn't it?

* * *

Another guy who is high up on my list of favorite men is Jerry Lewis. Now, surely, there aren't many men who would steal for you, but Jerry is one of the few who might for a friend.

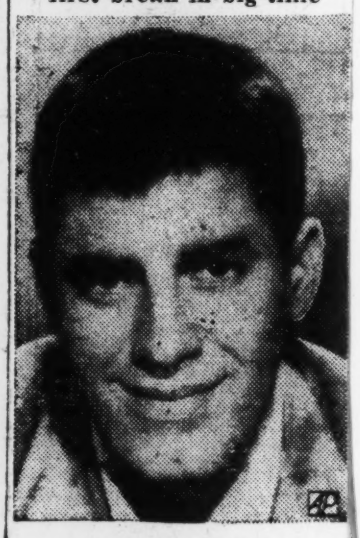
The night that I opened at the Copacabana, he came backstage after the show to congratulate me and give me one of the greatest pep talks of my life, which is something every performer needs after an important opening. You'll know what I mean about his thoughtfulness when I tell you that he took the time to do this even though we'd only met once or twice before. Suddenly, in the middle of a sentence, he looked around at the bouquets that well-wishers had sent me and said, "Oh my gosh, I forgot to send you flowers."

Personally, I thought that it was wonderful that he even remembered that he'd forgotten. Later, I guess it must have been about four in the morning, after I'd finished my last show at the club, I was having a bite to eat with my manager and some friends. Suddenly, there was a knock at the door and in walked a very tall chauffeur carrying a very tall bouquet and followed by a very tall comedian, Jerry Lewis, carrying a lovely green vase. He walked over to the table with deliberate steps, placed the vase upon it and began to arrange the flowers. For a moment I was so astonished that I couldn't speak. When I recovered from the initial shock, I blurted out, "Jerry, where on earth did you find a florist open at this hour of night?"

He hesitated for a moment before replying. Then he said, "Well, I didn't exactly find one open."

Seeing that this only puzzled me more, he continued, "It was like this. I was walking through the lobby of my hotel thinking that I should have sent you some flowers, when I looked up at the desk, and there were these big vases of flowers and nobody around to appreciate them. So, I sort of persuaded the bell captain and his assistant to turn their backs for a little while. Well — what can I say?" Jerry picked up the flowers and handed them to me. "These are for you. Happy opening."

STEVE ALLEN . . . first break in big-time



JERRY LEWIS . . . forgot to remember

EDWARD R. MURROW . . . parents couldn't understand

* * *

The most charming man I've ever met is Edward R. Murrow. He has a way of putting you at your ease from the very first moment that he meets you. I'll never forget the time that we had lunch together at the Barberry Room. It was the day that he was to visit my parents and me on his "Person to Person" show. The informality and smoothness of this program comes largely from Ed's easy manner, because, believe me, the thought of having a couple of million people step into your living room is pretty nerve-wracking. I don't know how he managed to do it but before long I was completely relaxed, and we were chatting about all kinds of things.

While we were talking about our families, I told him that for years, my mother didn't think that I sang particularly well. Ed laughed and said that he understood that completely. He told me that he had a similar problem with his own dad. Everytime he visited home, his father looked at him, shook his head, and said, "Don't seem quite right, you gettin' paid all that money for just talkin' — specially since you don't sound any different than you did when you were talkin' and hangin' around the porch years ago."

Press Clipping

Mary Wood's Views on TV and Radio

Person to Person, Murrow Is Delightful

One of TV's most fascinating and successful human interest programs is Edward R. Murrow's Friday-night visits to the homes of celebrities called "Person to Person." Regrettably, the program is seen only on alternate weeks in this area — CH. 12—and it's an unhappy Friday night for many viewers when "Person to Person" is replaced by "Death Valley Days."

Mary Wood

I had a phone interview with Mr. Murrow yesterday which was a real thrill for me. He is delighted that "Person to Person" is so popular because, he says, it's such a "fun" show for him.

"I think people like it because it appeals to the most common of human traits — curiosity. I like doing it because it gives me a chance to meet a number of people I might never know," he said. "When we first began the program, it was decided never to ask embarrassing personal questions or to 'needle' the people we visit. We have no ax to grind and we're interested only in giving viewers a relaxed, casual glimpse of people they've read about, seen and admired. For me, it's like a pleasant visit to someone's home and, naturally, I enjoy some more than others."

"See It Now," Mr. Murrow's Tuesday night program, is one he has a little difficulty describing.

"It certainly couldn't be called a weekly news review," he said. "In a way, it's a sort of a mongrel, you might say—a bit of political reporting, human interest, economics and, even philosophy. The other night, for example, we did a program on the Swiss watch industry to illustrate the effects of reciprocal trade."

Only on rare occasions does Mr. Murrow inject his personal feelings or opinions into a "See It Now" telecast. When he does, the program is labeled as such. The now-famous "See It Now" blasting Sen. McCarthy was the most controversial in the program's history and brought about 170,000 letters of cheers and jeers. The cheers outnumbered the jeers, but Mr. Murrow says he still bears the scar tissue from that encounter.

Something Mr. Murrow has discovered to his amazement is the vast difference between radio and television interviews.

"A TV interview is the easiest thing in the world. You simply ask a question and sit back and wait. Answers and comments pour forth from the subject," he said.

"I have come to the conclusion that most people have a compulsion to keep talking as long as the camera grinds. It happened with Dr. Oppenheimer, Premier Nehru and many others and the results are far more interesting and informative than I've ever gotten on radio."

The Oppenheimer interview, which was trimmed to a half-hour for "See It Now," went on for 2½ hours. There was some thought of using other portions of it as another "See It Now," but Mr. Murrow decided against it.

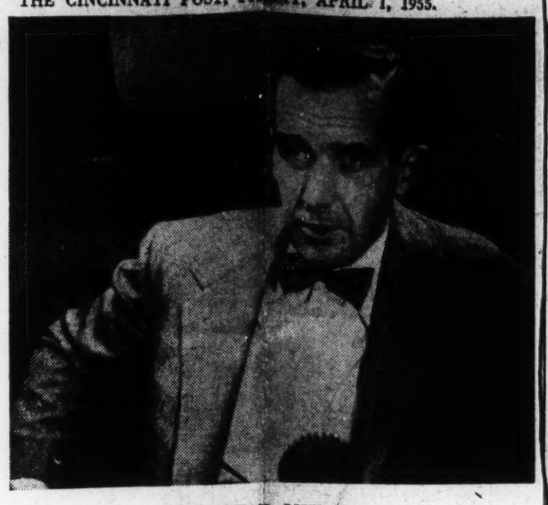
"Most of it got into a pretty deep philosophical discussion which I thought might be somewhat over the head of the average viewer," he said. "Please don't misunderstand me. It was far over my head, too."

* * *

Young Carolyn Ellis made a number of friends among CH. 9's viewers while she was there last year and I'm sure they'll be glad to know that she has rejoined the station to be on "Surprise" with Len Goorian.

* * *

I have seen some strange feminine apparel on TV since it began, but top honors for the strangest goes to Bette Davis' get-up on the Academy Award telecast. What was she made up as?



EDWARD R. MURROW
. . . "Person to Person" a "fun" show for him

Boxing Scorecard

	1	2	3	4	5	6	7	8	9	10	TOTAL
Vejar											
Graham											

NBA SCORING RULES—National Boxing Association scoring rules prevail in this bout. Score 10 points for the winner of a round. Give his opponent from 1 to 9. If the round is even, score 10 for each man. Total points determine the winner.

Conductor Asks Cabinet Post For Fine Arts

BOSTON, April 1 (UP).—President Eisenhower should add to his cabinet a "minister of fine arts," the dean of America's symphony orchestra conductors said today.

"Ike is a painter—and a darned good one," Pierre Monteux said. "I can't understand why the President hasn't taken steps to create such a cabinet post and establish a national conservatory."

Monteux, former conductor of the Boston and San Francisco symphonies, said he found it "very shocking" that this country, with the world's finest symphony orchestras, had no cabinet post representing the arts.

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Television Tops Tonight

6 P. M.—CH. 9—"PANTOMIME HIT PARADE:" Dotty Mack offers a new Doris Day recording, "Two Hearts Two Kisses."

6:30 P. M.—CH. 5—"BIG TOWN:" a vet challenges a war hero's record.

8:30 P. M.—CH. 12—"TOPPER" and his ghostly friends, the Kirbys, romp through another hilarious episode.

8:30 P. M.—CH. 5—"RILEY" turns theatrical producer for his plant's annual party.

9 P. M.—CH. 12—"PLAYHOUSE OF STARS" presents a suspenseful story starring Barbara Hale in "Tourists—Overnight."

9:30 P. M.—CH. 5—EDDIE CANTOR presents a turnabout tale about a mink coat starring Jean Parker, Adele Jergens and George Givot.

10 P. M.—CH. 5—BOXING: a 10-round welterweight bout between Chico Vejar and Billy Graham in Syracuse, N. Y.

10 P. M.—CH. 12—"THE LINE UP:" a girl's double life makes it tough to solve a safe robbery.

10:30 P. M.—CH. 12—"PERSON TO PERSON:" Ed Murrow will visit "Oscar" winner Marlon Brando and Clarence E. Pickett, secretary of the American Friends Service Committee of the Quaker Church.

Perry Como Will Switch to NBC

NEW YORK, April 1 (UP). Perry Como, singing star of radio and television for a decade, has signed a 12-year, multi-million-dollar contract with the National Broadcasting Company, his representatives revealed.

As of July 1, he will sever a 12-year association with the Columbia Broadcasting System, which started him in radio, in 1943 when he was an unknown.

The amount of money involved in the "firm" 12-year contract, which has no options, was not revealed. But obviously Como isn't switching with the idea of making less than the estimated more than a million a year that is his take from sponsored TV shows and record sales, with TV providing the bulk.

Como has been identified mainly with the 15-minute, three-a-week type of programs on TV. The NBC deal is said to call for him to head up 39 one-hour live musical variety shows a season.

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WCET—Ch. 48 (UHF)

FRIDAY

1:30—Public in School (L)
1:50—Test Pattern
3:25—News (L)
3:30—For Women Only (L)
4:30—Tel-A-Story (L)
5:00—Teen Hobbies (L)
5:30—Test Pattern
6:30—Cincinnati Digest (L)
7:00—Your Own Home (F)
7:15—Charles Laughton (F)
7:30—Shop Talk (L)
8:00—The Long Voyage (F)
8:15—It's Your Money (L)
9:00—News, Sign Off

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HEmlock 1111

K & K Appl. & Floor Cov.
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Covington, Ky.
HEmlock 0061

B. F. Goodrich Store
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Newport, Ky.
HEmlock 0843

Sumerel's Tire & Appl.
8th & Orchard Streets
Newport, Ky.
COlonial 4613

Complete Television Schedules

FRIDAY

WCPO-T—Channel 9

7:00—Fun 'N Facts (L)
8:00—Western (F)
9:00—Uncle Al (L)
10:00—Colin Cartoons (F)
10:30—Corn Huskers (L)
11:00—Uncle Al (L)
12:00—Colin Callin (L)
12:30—Uncle Al (L)
1:00—Theater (F)
1:30—Surprise (L)
1:45—Prize Game (L)
2:00—About Baby (D)
2:15—Surprise (L)
2:30—Prize Game (L)
2:45—Surprise (L)
3:15—Prize Game (L)
3:30—Surprise (L)
3:45—Prize Game (L)
4:00—Brighter Day (C)
4:15—Secret Storm (C)
4:30—On Your Account (C)
5:00—Barker Bill's Cartoons
5:15—Six-Gun Theater (F)
6:00—Pantomime Hit Parade
7:00—Capt. Video (D)
7:15—John Daly (A)
7:30—Studio 57 (D)
8:00—Ozzie and Harriet (A)
8:30—Ray Bolger (A)
9:00—Dollar a Second (A)
9:30—Outdoor Rambler (L)
10:00—Chance of Lifetime (D)
10:30—Paris Precinct (A)
11:00—Sohio Reporter (D)
11:10—Sports (L)
11:15—Shock (F)
11:45—News, Sign Off

Television Code:
(A) ABC. (F) Film.
(C) CBS. (L) Live.
(D) Dumont. (N) NBC.

WLW-T—Channel 5

7:00—Today (N)
7:25—Cincy Today (L)
7:30—Today (N)
7:55—Jim Fidler (L)
8:00—Today (N)
9:00—Walter Phillips (L)
10:00—Ding Dong School (N)
10:30—Way of World (N)
10:45—Hollywood Today (N)
11:00—Home (N)
12:00—Ruth Lyons (L)
12:30—Jim Fidler (L)
12:35—Ruth Lyons (L)
2:00—Studio Two (L)
3:00—Paul Dixon (D)
3:30—One Man's Family (N)
3:45—Miss Marlowe (N)
4:00—Hawkins Falls (N)
4:15—First Love (N)
4:30—Mr. Sweeney (N)
4:45—Modern Romances
5:00—Pinky Lee (N)
5:30—Howdy Doody (N)
6:00—Ramar of Jungle (F)
6:30—Big Town
7:00—Walter Phillips (L)
7:15—Lights on Music (L)
7:30—Eddie Fisher (N)
7:45—News (N)
8:00—Red Buttons (N)
8:30—Life of Riley (C)
9:00—Big Story (N)
9:30—Eddie Cantor (F)
10:00—Cavalcade of Sports (N)
10:45—Jan Murray (N)
11:00—Three City Final
11:15—Mel Allen Show (F)
11:30—Tonight (N)

WKRC-T—Channel 12

7:00—Morning Show (C)
9:00—Jelly Bean Acres (L)
10:00—Garry Moore (C)
10:30—Arthur Godfrey (C)
11:30—Strike It Rich (C)
12:00—Valiant Lady (C)
12:15—Love of Life (C)
12:30—Search for Tomorrow
12:45—The Guiding Light (C)
1:00—Inner Flame (C)
1:15—Road of Life (C)
1:30—Welcome Travelers (C)
2:00—Robert Q. Lewis (C)
2:30—Linkletter's Party (C)
3:00—The Big Pay-Off (C)
3:30—Bob Crosby (C)
4:00—Don Williams (L)
5:00—Home Theater (F)
6:30—Life With Father (C)
7:00—Musical (L)
7:15—News, Weather (L)
7:30—CBS News (C)
7:45—Perry Como
8:00—Mama (C)
8:30—Topper (C)
9:00—Playhouse of Stars (C)
9:30—Our Miss Brooks (C)
10:00—The Lineup (C)
10:30—Person to Person (C)
11:00—Front Page News (L)
11:15—Home Theater (F)
12:45—Chapel of Dreams (L)

SATURDAY

WCPO-T—Channel 9

7:00—The Christophers (F)
7:15—Western Roundup (L)
8:30—F. O. P. Quiz
9:00—Cartoons (F)
9:30—Uncle Al (L)
10:30—Big Wheels (L)
11:00—Superman (F)
11:30—Smilin' Ed McConnel (A)
12:00—Bud Chase Show (L)
1:30—Western (F)
4:30—Double Feature (F)
6:30—Post Fashion Show (F)
7:00—Waite Hoyt (L)
7:30—Beat The Clock (C)
8:00—Dotty Mack (L)
9:00—Ozark Jubilee (A)
10:00—Movie (F)
10:30—Chronoscope (C)
10:45—Starlite Theater (F)

Television Code:
(A) ABC. (F) Film.
(C) CBS. (L) Live.
(D) Dumont. (N) NBC.

WLW-T—Channel 5

7:30—Adventure (F)
8:00—Mr. Wizard (F)
8:30—Dick Tracy (N)
9:00—Ramar of Jungle (F)
9:30—Cartoons
10:00—Pinky Lee (N)
10:30—Paul Winchell (N)
11:00—Funny Boners (N)
11:30—Space Cadet (N)
12:00—Cadle Tabernacle
12:30—For Every Man
1:00—Wrestling (Columbus)
3:00—Basketball (N)
5:00—Film (F)
5:30—Dr. Raymond Walters
6:00—Range Riders (F)
6:30—Midwestern Hayride (L)
8:00—Mickey Rooney (N)
8:30—This Is Hollywood (N)
9:00—Imogene Coca (N)
9:30—Jimmy Durante (N)
10:00—George Gobel (N)
10:30—Hit Parade (N)
11:00—Wrestling (L)
1:00—Sign Off

WKRC-T—Channel 12

9:00—Smokin' Guns (L)
10:00—Musical Moments
10:30—Cartoon Carnival (F)
10:00—Winky Dink & You (C)
11:30—Captain Midnight (C)
12:00—Big Top (C)
1:00—Lone Ranger (C)
1:30—Uncle Johnny Coons (C)
2:00—The Green Thumb (L)
2:30—Report To Cincy (L)
3:00—Circle 12 Ranch (L)
4:00—Film (F)
5:00—Hi-Fun (L)
5:30—Big Picture (F)
6:00—Travel Film (F)
6:30—Golf Clinic (L)
7:00—Gene Autry (C)
7:30—Cavalcade of Amer. (C)
8:00—Jackie Gleason (C)
9:00—Two for the Money (C)
9:30—My Favorite Husband
10:00—Professional Father (C)
10:30—All In Fun (C)
11:00—Front Page News (L)
11:10—Weather Report (L)
11:15—Home Theater (F)

Complete Radio Schedules

FRIDAY NIGHT

	WCPO—1230 K. C.	WLW—700 K. C.	WKRC—550 K. C.	WSAI—1360 K. C.	WCKY—1530 K. C.
3 :00	News, Otto	Rollin' Along	Hilltop House	Reds vs. Senators	News, Holt
:15	Ron Dunn	Rollin' Along	House Party	Reds vs. Senators	Make Believe Bal'm
:30	Ron Dunn	Pepper Young	House Party	Reds vs. Senators	Make Believe Bal'm
:45	Ron Dunn	Right to Happiness	Arthur Godfrey	Reds vs. Senators	Roadside Chapel
4 :00	News, Otto.	Backstage Wife	Arthur Godfrey	Reds vs. Senators	News, Baldwin
:15	Ron Dunn	Stella Dallas	Stan Matlock	Reds vs. Senators	Make Believe Bal'm
:30	Ron Dunn	Widder Brown	Stan Matlock	Game Summary	Make Believe Bal'm
:45	Ron Dunn	Woman in Hollyw.	Stan Matlock	Will Lenay	Make Believe Bal'm
5 :00	WCPO, News, Otto	Just Plain Bill	News, Webb	News, Lenay	News, Showcase
:15	Number Please	Lorenzo Jones	Stan Matlock	Will Lenay	Showcase of Hits
:30	Ridng on Air	Rolling Along	Sports Eye	Cecil Hale	Paul Miller
:45	Ridng on Air	Rollin gAlong	Stan Matlock	Dick Baker, Sports	Paul Miller
6 :00	News	Crossroads Cafe	News, Webb	Al Schoettelkotte	News and Sports
:15	Waite Hoyt	Crossroads Cafe	Taylor-Made	Music Hall	Daily Hit Parade
:30	Bob Braun	News, Grant	Jack Remington	Music Hall	Daily Hit Parade
:45	Bill Dawes	Three-Star Extra	Lowell Thomas	Bill Stern	Daily Hit Parade
7 :00	Dick Bray	Man on the Go	Tennessee Ernie	Cincy at Seven	News, Baldwin
:15	Bob Braun	Dixieland	Tennessee Ernie	Cincy at Seven	The Jamboree
:30	Gabriel Heatter	Morgan Beatty	The Choraliers	Lone Ranger	The Jamboree
:45	Les Paul, Mary Ford	One Man's Family	The Choraliers	Lone Ranger	The Jamboree
8 :00	Gil Sheppard	Dinah Shore	Crime Photographer	Guy, Gal and Song	News, Baldwin
:15	Gil Sheppard	Frank Sinatra	Crime Photographer	John Vandercook	The Jamboree
:30	Gil Sheppard	Science Teachers	Arthur Godfrey	TBA	The Jamboree
:45	Gil Sheppard	Dave Garroway	Arthur Godfrey	TBA	The Jamboree
9 :00	Gil Sheppard	Dave Garroway	Perry Como	Paul Platter	The Jamboree
:15	Gil Sheppard	Dave Garroway	Bing Crosby	Paul Platter	The Jamboree
:30	America's Hits	Dave Garroway	Amos 'n' Andy	Paul Platter	The Jamboree
:45	America's Hits	Dave Garroway	Amos 'n' Andy	Paul Platter	The Jamboree
10 :00	Mambo.	Boxing Bout	Jack Remington	Edward Morgan	News Headlines
:15	Mambo.	Boxing Bout	Jack Remington	Guest Star	The Jamboree
:30	Ron Dunn	News of the World	Night Watch	Paul Platter.	The Jamboree
:45	Ron Dunn	Musical Moments	Night Watch	Paul Platter.	The Jamboree
11 :00	Ron Dunn	700 Limited	News, Webb	News	News, Baldwin
:15	Ron Dunn	700 Limited	Jack Remington	Paul Platter.	Hit Parade
:30	Ron Dunn	Mission Midnight	Jack Remington	Paul Platter.	Hit Parade
:45	Ron Dunn	Mission Midnight	Jack Remington	Paul Platter.	Hit Parade
12 :00	News	Moon River	CBS News	Nite Cap	Sports Hi-Lites.
:15		Moon River	Jack Remington	Nite Cap	Nite Riders
:30		Mission Midnight	Jack Remington	Nite Cap	Nite Riders
:45		Mission Midnight	Jack Remington	Nite Cap	Nite Riders

SATURDAY DAYTIME

	WCPO—1230 K. C.	WLW—700 K. C.	WKRC—550 K. C.	WSAI—1360 K. C.	WCKY—1530 K. C.
6 :00	WCPO News, Fogarty	News	News	News	Farm News
:15	Bill Dawes	Midwest Roundup	Breakfast Tunes	Mr. and Mrs. Music	Jamboree
:30	Bill Dawes	Choretime	Breakfast Tunes	News, Music	Breakfast Time
:45	Bill Dawes	Everybody's Chores	Breakfast Tunes	Mr. and Mrs. Music	Breakfast Time
7 :00	WCPO News, Fogarty	News	McCarthy Digest	News	News and Weather
:15	Bill Dawes	Prayer Period	McCarthy Digest	Mr. and Mrs. Music	Breakfast Time
:30	Bill Dawes	700 Limited	McCarthy Digest	News, Music	Breakfast Time
:45	Bill Dawes	700 Limited	McCarthy Digest	Mr. and Mrs. Music	Breakfast Time
8 :00	WCPO News, Fogarty	700 Limited	News	News, Music	News, Holt
:15	Bill Dawes	700 Limited	Star Time	Mr. and Mrs. Music	Breakfast Time
:30	Bill Dawes	700 Limited	Memory Lane	News, Music	Breakfast Time
:45	Bill Dawes	700 Limited	Memory Lane	Mr. and Mrs. Music	Breakfast Time
9 :00	WCPO News, Fogarty	Back to the Bible.	Sharps and Flats	No School Today	News, Holt
:15	Bill Dawes	Back to the Bible.	Sharps and Flats	No School Today	Leo Underhill
:30	Melodies	Takes Two	Auto Club	No School Today	Leo Underhill
:45	Melodies	Takes Two	Garden Gate	No School Today	Leo Underhill.
10 :00	News	Boone Co. Jamboree	Galen Drake	Jr. Jukebox	Make Believe Bal'm
:15	Melodies	Boone Co. Jamboree	Galen Drake	Jr. Jukebox	Make Believe Bal'm
:30	Melodies	Boone Co. Jamboree	Galen Drake	TBA	Make Believe Bal'm
:45	Melodies	Boone Co. Jamboree	Galen Drake	TBA	Roadside Chapel
11 :00	WCPO News	General Store	Robert Q. Lewis	Will Lenay	News, Underhill
:15	Melodies	General Store	Robert Q. Lewis	Will Lenay	Make Believe Bal'm
:30	Big Wheels	General Store	Robert Q. Lewis	Will Lenay	Make Believe Bal'm
:45	Big Wheels	Willing Acres	Robert Q. Lewis	Will Lenay	Make Believe Bal'm
12 :00	News	Farm, Home Hour	Romance	News	News and Weather
:15	Showroom	Farm, Home Hour	Romance	Opportunity Girl	Dorsey Band
:30	Showroom	Everybody's Farm	Gunsmoke	Music Hall.	U. C. Digest
:45	Showroom	Everybody's Farm	Gunsmoke	Music Hall.	U. C. Digest
1 :00	Showroom	Everybody's Farm	Jr. Achievement	News, Music	News, Holt
:15	Showroom	Everybody's Farm	Jr. Achievement	Music Hall	Rex Dale
:30	Showroom	Dave Hamilton	Stan Daugherty	Baseball Cavalcade	Rex Dale
:45	Music	Symphony Spotlight	Stan Daugherty	Baseball Cavalcade	Rex Dale
2 :00	Phono-rama	For Every Man	Showroom	Reds vs. Senators	News, Holt
:15	Phono-rama	For Every Man	Showroom	Reds vs. Senators	Waltz Time
:30	Bob Braun.	Jim Runyon	Showroom	Reds vs. Senators	Waltz Time
:45	Bob Braun.	Jim Runyon	Showroom	Reds vs. Senators	Waltz Time
3 :00	Bob Braun.	Jim Runyon	Record Canteen	Reds vs. Senators	News, Holt
:15	Bob Braun.	Jim Runyon	Record Canteen	Reds vs. Senators	Make Believe Bal'm
:30	Ron Dunn	Jim Runyon	Record Canteen	Reds vs. Senators	Make Believe Bal'm
:45	Ron Dunn	Jim Runyon	Record Canteen	Reds vs. Senators	Roadside Chapel
4 :00	News	Jim Runyon.	Record Canteen	Reds vs. Senators	News, Baldwin
:15	Ron Dunn	Jim Runyon.	Record Canteen	Reds vs. Senators	Make Believe Bal'm
:30	Ron Dunn	Jim Runyon	Record Canteen	Game Summary	Make Believe Bal'm
:45	Ron Dunn	Fred Waring	Record Canteen	Motor Matinee.	Make Believe Bal'm
5 :00	News.	Aria Auditions.	News	Motor Matinee	News, Showcase
:15	Ron Dunn.	Aria Auditions.	Child Training.	Motor Matinee	Showcase of Hits
:30	Ron Dunn.	Mailbag Club	Sports	Cecil Hale	America Outdoors
:45	Ron Dunn.	Mailbag Club	News	Baker, Sports	America Outdoors
6 :00	News	Agriculture, U.S.A.	News	News	News and Sports
:15	Sports	Agriculture, U.S.A.	Science Adventures.	Music Hall	Daily Hit Parade
:30	Dinner Music.	Midwest Hayride	Sat. at Chase	Music Hall	Daily Hit Parade
:45	Bill Dawes.	Midwest Hayride	Sat. at Chase	Bob Edge	Daily Hit Parade
7 :00	Dick Bray	Midwest Hayride	Jazz Connoisseur	Baptist Hour	News, Baldwin
:15	Hit Parade.	Midwest Hayride	Jazz Connoisseur	Baptist Hour	The Jamboree
:30	Spelling Bee.	Midwest Hayride	Gang Busters	Sat. Serenade	The Jamboree
:45	Spelling Bee.	Midwest Hayride	Gang Busters	Sat. Serenade	The Jamboree
8 :00	Hit Parade	Midwest Hayride	Gun Smoke	News, Music.	News, Baldwin
:15	Hit Parade	Midwest Hayride	Gun Smoke	Jazz Concert.	The Jamboree
:30	Hit Parade	Mich. Glee Club	Juke Box Jury	Jazz Concert.	The Jamboree
:45	Hit Parade	Mich. Glee Club	Juke Box Jury	Jazz Concert.	The Jamboree
9 :00	Hit Parade	Midwest Hayride	Two for Money	News, Music	The Jamboree
:15	Hit Parade	Midwest Hayride	Two for Money	Paul Platter	The Jamboree
:30	Hit Parade	Grand Ole Opry	Music Hall	Paul Platter.	The Jamboree
:45	Hit Parade	Grand Ole Opry	Music Hall	Paul Platter.	The Jamboree

WCIN—1480

MONDAY - SATURDAY

6 a. m., Sign On; 6:01 a. m., World News; 6:05 a. m., Gospel Melodies; 7 a. m., World News; 7:05 a. m., Wake Up With Bugs; 8 a. m., World News; 8:05 a. m., Ted & Toni; 9 a. m., World News; 9:05 a. m., Larry Leaps In; 10 a. m., World News; 10:05 a. m., Larry Leaps In; 11 a. m., World News; 11:05 Southland Calling; 11:45 a. m., Ruby Valentine; 12 noon, A Woman Speaks; 12:30 p. m., Noonday Melodies; 12:45 p. m., Your Job Mart; 1 p. m., Public Service Time; 1:15 p. m., Swing Caravan; 2 p. m., World News; 2:05 p. m., Old Ship of Zion; 2:45 p. m., Social Get-Together; 3 p. m., Function at Junction; 3:30 p. m., Bugs Scruggs Show; 4 p. m., World News; 4:05 p. m., Blues Ballroom; 5 p. m., The Sound; 5:30 p. m., Bugs Scruggs Show; 5:45 p. m.,

WNOP—740

MONDAY - FRIDAY

8 a. m., Temple of Air; 8:15 a. m., Latonia Pilgrim; 8:30 a. m., Dr. Michelsen; 8:45 a. m., RFD Ramble; 9 a. m., Jimmie Skinner; 10 a. m., Jimmie Williams; 11:30 a. m., Theater Echoes; 12 noon, News, Easton; 12:15 p. m., Concert Miniature; 1 p. m., Hall of Masters; 2 p. m., Jazz for '55; 3 p. m., Pike's Peak; 5 p. m., News, Easton; 5:15 p. m., Sportscope; 5:30 p. m., Dixie Liner; 5:45 p. m., Sign off.

Boys and girls, 6-14, join the Big Wheels Club. A letter to The Post will bring your membership card and chance to appear on TV.

WZIP—1050

MONDAY - FRIDAY

8 a. m., Morning Manna; 8:15 a. m., Breakfast with Zip; 8:30 a. m., News, Green; 8:45 a. m., Bulletin Board; 9 a. m., Bulletin Board; 9:15 a. m., Morning Worship; 9:30 a. m., Carmen's Corner;; 10 a. m., Carmen's Corner; 10:30 a. m., Rosary Hour; 10:45 a. m., Organ Moods; 11 a. m., News and Folk Music; 11:15 a. m., Folk Music Time; 12 noon, News and Farm Program; 12:15 p. m., Market Reports; 12:30 p. m., News, Lawson; 12:45 p. m., What's New; 1 p. m., Zip Around the World; 1:30 p. m., Memory Lane; 2 p. m., Tops in Pops; 3 p. m., Little Abraham; 4 p. m., Little Abraham; 5 p. m., News and Sports; 5:15 p. m., Music at Sundown; 5:45 p. m., Sign off.

From Columbia Broadcasting System,
485 Madison Ave., New York 22, 11/22/48

EDWARD R. MURROW SEEKS NOMINATIONS FOR DEFAULTED NOBEL PEACE PRIZE, BUT HIS UNOFFICIAL SURVEY TURNS UP NO CLEAR-CUT CANDIDATE FOR HONOR

The announcement that a Nobel Peace Prize would not be awarded this year "for outstanding achievement in promoting international good will and organizing peace conferences," prompted Edward R. Murrow to wonder who should have received it. So he did some telephoning and reported his findings on the "Edward R. Murrow with the News" program (CBS, 7:45-8:00 PM. Mon. thru Fri.).

First calls went to Emily Green Balch, Professor Emeritus at Wellesley, and Dr. John Mott of the International Y.M.C.A., prize winners last year.

Professor Balch said she wished that the prize might have been awarded to Mahatma Gandhi, or failing that, jointly to Gandhi and Count Bernadotte (it is legal for a person to receive the award posthumously).

She told Mr. Murrow that she believed the service rendered by Gandhi to have been absolutely unique, because he made it so clear that we are not limited to the choice of either violence or acceptance of what seems to us to be an injustice. He made known the possibility of resisting what we believe to wrong by other than violent means.

"It is such a confused time, the committee has a tremendous, a difficult job," Dr. Mott told Mr. Murrow. "Put yourself in their place right now. I have never known a time when the world was so stirred up, when so many good people were working at cross-purposes for the same end. It is such a confused time."

(More)

Mr. Murrow reached Dr. Henry Cadbury at Dowington, Pa. Dr. Cadbury accepted the award last year for the American Friends Service Committee.

"I am not at all surprised that the Committee can find no suitable candidate," said Dr. Cadbury.

Mr. Murrow continued this "wholly unscientific survey" by calling General David Sarnoff, Chairman of the Board of RCA. General Sarnoff thought the Nobel Peace Prize should have gone to Secretary of State George Marshall.

"And then, since this program tries to be impartial and objective," Mr. Murrow said, "we called Bill Paley, Chairman of the Board of the Columbia Broadcasting System, who thought the prize should have been a posthumous award to Jan Masaryk, the late Foreign Minister of Czechoslovakia."

Colonel Robert McCormick, publisher of the Chicago Tribune, said he really didn't have any choice. Jim Farley, after thinking it over, told Mr. Murrow he decided that President Truman should have received the Nobel Peace Prize because, "in spite of his mistakes, he has really tried."

Lowell Thomas, who broadcasts on CBS, was of the opinion that the prize should have gone to John Foster Dulles. Author-economist Stuart Chase thought the winner should have been the UN Secretary General Trygve Lie, because of his constant effort to break down the barriers of nationalism. Elmer Davis nominated the officers and men of the British and American Air Transport Services flying in and out of Berlin.

(More)

Mr. Murrow's friend Vincent Sheean didn't hesitate a moment with his nomination: "They should have given it to Gandhi. After all, he died for peace, and you can't do more than that."

At the end of the telephone survey, Mr. Murrow asked one of the operators who had been placing the calls what she thought. Her vote went to Count Bernadotte because he had died trying to find peace, even in a limited area.

"This reporter does not question the wisdom of the Committee of the Norwegian Parliament which decided it could not find a suitable candidate for the Nobel Peace Prize," Mr. Murrow concluded. "It is clear that a lot of people worked hard for peace, but not enough people worked hard enough. If they ever get around to giving prizes to an entire people, I hope the Italians of 1948 will be given due consideration.

"The furious but free election last spring, in which they rejected Communism, didn't ensure peace. But it did prevent, with ballots, the creation of a situation that would have led inevitably to war. Next year, maybe the Nobel Peace Prize will be bigger and the candidates more numerous and better qualified."

* * *

RADIO: Murrow Proves Radio Can S

By BILL LADD
Courier-Journal Radio Editor.

EDWARD R. MURROW, who happily is back on the radio (C.B.S.-WHAS 6:45 p.m.), last Wednesday night said this:

"This is one reporter's comment on the flow of the day's news:

"Much newsprint and a lot of radio time are being devoted to the discussion of what this nation can and should do to help those less fortunate nations. . . .

"Around the world, a few hundred millions are shopping around for new allegiances, questioning old beliefs, asking themselves the old question—what must we do to be saved? Many of them are preparing to live dangerously and to risk desperate experiments. They are looking for food and warmth and security, looking for other simple things which many of us take for granted.

"Not long ago, I heard a European Cabinet minister put it this way: He said, 'What I want for my country is this—that honest men may sleep peacefully in their beds at night, certain that nothing will come through the roof and explode, and certain that no one will come through the door without a search warrant.' That's a simple objective, but difficult to achieve. And those who are trying to achieve it look to this country.

'Thrust Upon Us'

"But in many countries, including Western Europe, we are regarded with a mixture of fear and admiration. In a curious way, it reminds this reporter of the . . . cold and desperate winter of 1940, when people all over Europe were asking, 'What will America do?' That was the leading question because the answer to all questions depended on the answer to that one. Much the same is true today. We have come into our full inheritance. We have had leadership thrust upon us.

"But that does not mean that nations will accept that leadership just because we are powerful — just because we have the dollars. . . .

"You will remember that winter of 1940. We were spending many dollars then — remember all aid short of war? And it wasn't enough. Now we are talking about what can be spared for the support of our way of life in Europe. The estimates are being drawn up . . . Any estimate of what we could have spared at the time of Pearl Harbor would probably have been sufficient to have lost the war.

"I want to make it quite clear that this is not an appeal for dollars for Europe. It is rather an attempt to point out that dollars were not in the past and are not likely in the future to be decisive . . . Dollars may save civilized people from hunger and chaos and despair for a few months. Dollars may divert for a time the channels down which political history is flowing. But there are not enough dollars to make Dollar Democrats out of Europeans. Something more is needed.

"It can be said in a word. And that word is 'example.'

"What we can do in this country—the example we set—will in the end of the day determine the terms of our bargain with destiny, will do more than dollars to persuade those who are shopping around for new allegiances that our concept of justice, of relation between the individual and the state, is something they should strive to imitate.

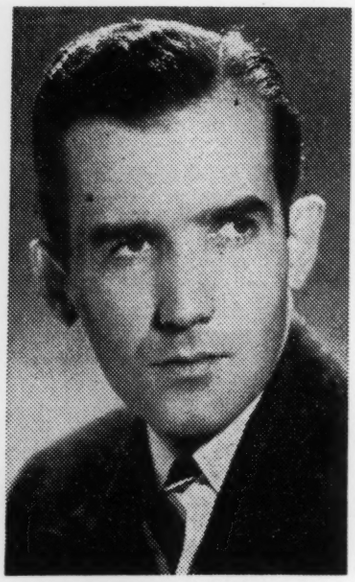
"There are many who believe that our system cannot last. There are many who predict our economic collapse, and not a few who hope for it. Here, in this prominent land, is the real proving ground of our principles. We are fat and the rest of the world is lean . . . If you will read the press of the world and listen to the radio of foreign nations, you will discover that we are being watched, often our motives are distorted. We are under almost constant attack. But example, the example of a nation strong, tolerant and stable where men may live in dignity under established law, where civil liberties are secure—that is an example that might be the clinching argument in the great debate—if we can do it.

Quotes T. R.

"'In our strife for righteousness, the motto of us all is spend and be spent. We here in America hold in our hands the hope of the world and the fate of the coming years; and a shame and disgrace will be ours if in our eyes the light of high resolve is dimmed, if we trail in the dust the golden hopes of mankind.'

"Those words were spoken 35 years ago by Theodore Roosevelt."

In this day it has become the fashion to deride radio and snarl at the content of the ether waves.



Edward R. Murrow
A little plain talk.

Dennis Day
If not the best, he'll do.

Howard Lindsay
To emcee Theater Hour.

SERIOUS MUSIC ON THE AIR

By WERNER HERZ

SUNDAY

Brahms' Piano Quartet No. 1 in G minor.
Presented by the Louisville Philharmonic String Quartet with Robert Whitney as pianist.
WHAS 1 P.M.

Bernard Herrmann conducts the **C.B.S. Symphony Orchestra,** with **Eileen Farrell,** soprano; **William Hess,** tenor, and **Chester Watson,** baritone, as soloists.
Water Music ---------- Handel-Harty
The Walk to the Paradise Garden Delius
On Hearing the First Cuckoo in Spring. Delius
L'Enfant Prodigue ---------- Debussy
WHAS 2 P.M.

Karl Krueger conducts the **Detroit Symphony Orchestra.**
Overture to Medea ---------- Cherubini
Symphony in B-flat major Johann Andre
Symphony No. 1 in C major, Opus 21 Beethoven
WINN 7 P.M.

Classical Music on records.
Beethoven's Symphony No. 1 in C major (Rodzinski); Brahms' Sextette No. 2 in G major (Budapest Quartet with Hobday and Pini); excerpts from Bizet's Carmen (Stevens, Jobin, Conner, Weede); Grieg's Symphonic Dances (Sevitzky).
WGRC 10 P.M.

MONDAY

Recorded music.
Prologue from Leoncavallo's Pagliacci (Tibbett); Boccherini's Viola Sonata in A major (Primrose); Schubert's Der Erlkoenig (Kipnis).
WKYW 2:45 P.M.

Jascha Heifetz is violin soloist with Donald Voorhees' orchestra.
Baba Yaga by Liadov; First Movement from Beethoven's Violin Sonata No. 5 (Spring); Danse Bohemienne from La Jolie Fille de Perth by Bizet; Second and Third Movements from Vieuxtemps' Violin Concerto No. 4 in D minor.
WAVE 8 P.M.

TUESDAY

Franck's Symphony in D minor.
Recorded by Monteux.
WKYW 2:45 P.M.

Speak Out Strongly On World Affairs

Yet amongst the ribald comedians and the mooing crooners and the soapy commercials, occasionally a voice comes through clear and strong.

I'd suggest that you keep Mr. Murrow's broadcast of last Wednesday night. It would make good reading in Mammoth Cave, the night the bombs burst.

Ruth Was Edited

If Dennis Day isn't the best comedian on the air, he'll do until another comes along. In my book, he's got everything. And can the boy sing? The guest spot he did for Dotty Lamour the other night must have brought a chilly knot into the tummies of some of the biggies.

"Cavalcade of America" somewhat skirted the truth in the Babe Ruth broadcast. Not in what they included, but in what was left out. The saga of Ruth is greater than they made it sound. Never a mention of his disagreements with the management, of his foibles which made him such terrific copy in his long career. "Cavalcade" made him just a goody-goody who lived for the kids. The thing which amazes one about Ruth is that such a gusty soul could ever be the idol of the boys. The fact that his personality and his will to help the kids he undoubtedly loved could overcome his failings, his lack of common sense, his selfishness and the dark background of his early childhood—that's the story of Ruth which "Cavalcade" missed.

WAVE at 5 on Sundays will present "Favorite Story," which will feature Ronald Colman. Something new in production here, with cast in one studio, musicians in another and sound engineers in another. Result, the producers claim, is a perfect blend which is supposed to end some of the complaints of roaring music and subpar voices. It's a transcribed show, and is again supposed to demonstrate that transcribed radio is better radio than the live.

New FM Station

The same station also will have "The Korn Kobblers." You know them, surely. They will be heard Monday through Friday at 11:45 a.m. Then there is a new Wayne King program set for Sunday at 3:30 p.m.

Sunday at 4 p.m., the N.B.C.-WAVE combination brings an hour-long dramatic show. We have a rule against commercial names in the radio column, but they have durn near got us on this one. Its a combination of plays, short stories and famous pictures which will be dramatized with Howard Lindsay as master of ceremonies. The name is the same as the place Abraham Lincoln was shot. They start with "Connecticut Yankee."

WGRC's new FM station will be on the air October 15. More about it next week . . . There is talk again that "It Pays to Be Ignorant" will leave the air. A new show is to bump either Milton Berle or "Ignorant," for the same sponsor . . . Jack Wilson, the disc jockey, is to be commercial manager for the new 1,000-watt daytimer at Bowling Green, so Jack said in a call the other day. Said he leaves Monday for B.G. . . . C.B.S. officials said Bob Reid, who did the anniversary program Sunday from the Memorial Auditorium, turned in his best show of the series so far.

Fred Allen Is Back

When they have forums, they ought to make the guys on the panels promise to let down their hair and say something before they put them on. Too many are simply yak-yak with no conclusions . . . Fred Allen comes back this week. Hope he's as good as he was on "Information Please" the other p.m. for another network, to wit, Mutual . . . Bing Crosby's opener was above average, too. Am going to try to listen next Wednesday night to the whole string of A.B.C. headliners. Morgan and his comedy pepped up some, too, last week. . . . Guy who saw "Hint Hunt" at the Auditorium last week asked why so many men were there. "Those are the guys whose wives can't drive," he was told. Another one pointed out that in the old days movies got people to go by giving dishes; but now the shows are so so-so that they have to give away washing machines . . . A WGRC program has been offering an increasing prize for the person phoned at a different time each day who would answer by giving the name of the product advertised. After eight months, a woman got a check for $500!

Charlie McCarthy Sets Record Straight About Bergen

Hollywood, Oct. 4 (AP)—Excerpts from a letter from Charlie McCarthy:

"There is an ugly rumor going around that Bergen has turned legitimate and that I am through. They also say I've worried myself so thin I can sleep in a pencil sharpener. Let me say I'm enjoying dandy health and am as happy as the day I killed my first woodpecker.

"Now as for Bergen's acting, that's a long story—and a dirty one. Some say it's out of this world. I say keep it there.

"However, it is true that he is doing a straight role in 'I Remember Mama.' He was chosen to play the dopey Norwegian undertaker after it was turned down by every other actor. I understand the part calls for such a dumb Norwegian they had to get a Swede to play it."

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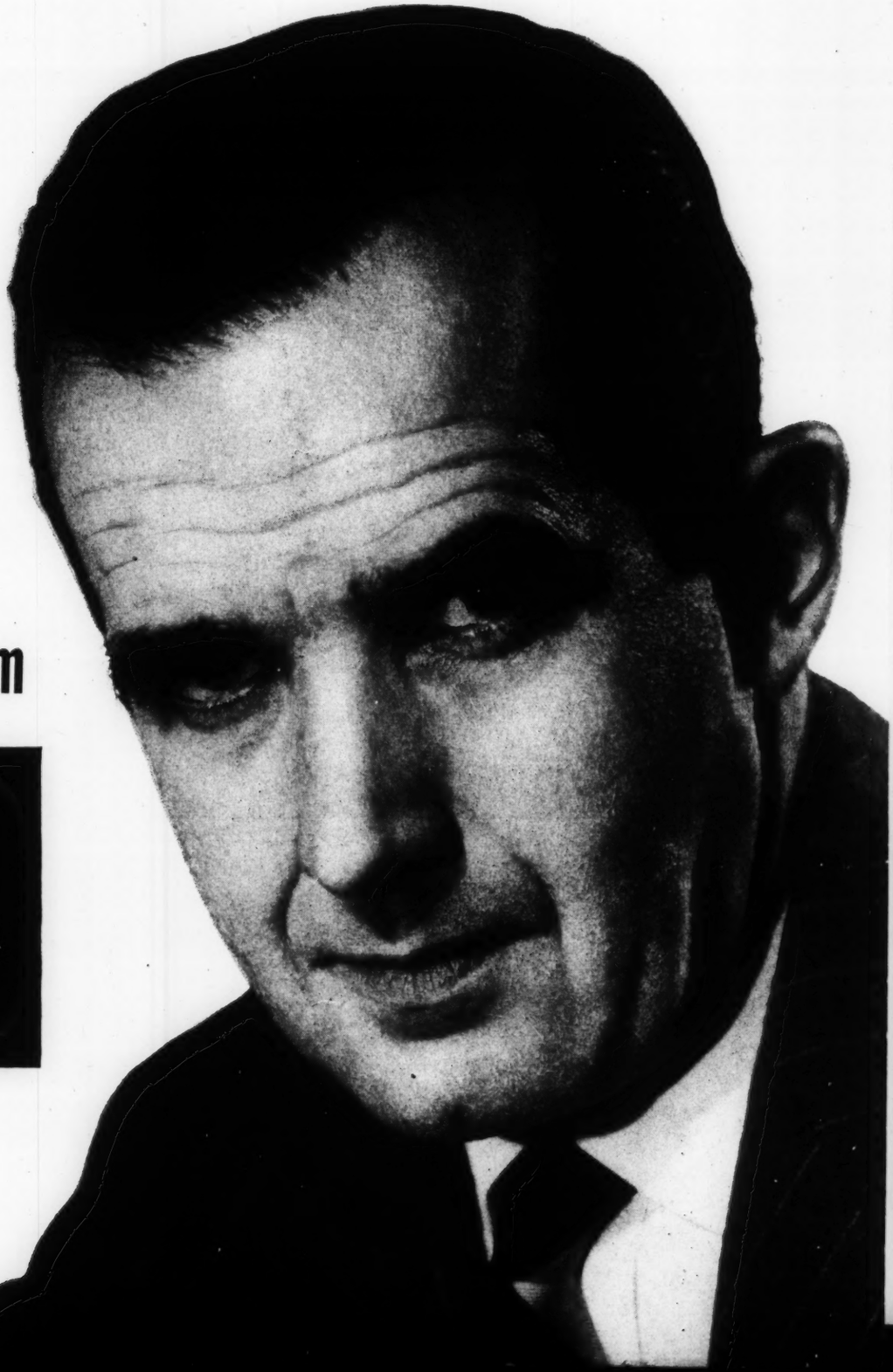
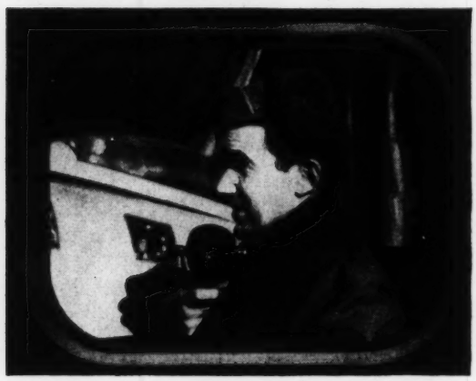
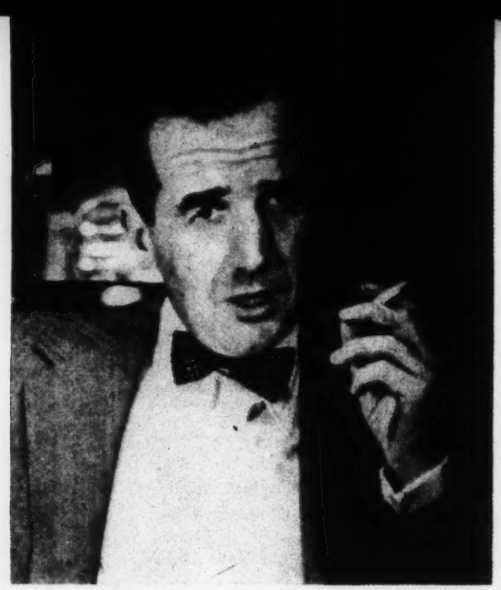


Ed Murrow: New Brand of TV Journalism





NEVER an armchair analyst, Edward R. Murrow flew to Korea with "See It Now" staffers to film interviews with UN troops at Christmas time

ED MURROW: the world's his newsroom

TELEVISION GIVES HIS EXPERT REPORTING MORE DIMENSION THAN IT EVER HAD

by Philip Minoff

BOTH on television and radio, Edward R. Murrow exudes a highly pleasing self-assurance, the sort of earnest confidence that "belongs" to a man who knows his job. On the answering end of a private interview, however, he reveals an unexpected shyness; a tendency to be thoughtful rather than glib, and a sincere disbelief in his own personal importance.

Murrow's achievements are well known, and no one who watches Sunday's TV "See It Now" or hears his nightly radio newscasts will dispute the worth of his contributions to the "new journalism." But it's this very position of respect that makes him feel sadly inadequate.

"All of us," he says, "would like to do something to get the world out of the mess it's in, but we just don't know how to help. I feel even more frustrated than most people because, for some reason, I'm expected to have the answers. Well, I don't.

"Back in '40 and '41, I was sure about what we had to do. They called me a warmonger, but that didn't bother me, for I knew I was right. Now we have two opposing forces equipped with the most devastating weapons ever known to man. What do we do? I just don't know. And it's that uncertainty that makes me feel absolutely helpless."

At this point, the pessimistic Mr. Murrow confesses he doesn't have much faith in the wisdom of humanity. However, he can't be as flippantly fatalistic as the late H. G. Wells, who told him some years back, "I cannot regard the possibility of the destruction of this minor planet as a major catastrophe."

Thinking back to that pronouncement, Murrow recalls that Wells was dying at the time, a circumstance that could have colored the Britisher's outlook. "I'm pretty healthy myself," says Murrow, "a fact which makes it difficult for me to agree with him."

Be that as it may, there is fairly unanimous agreement that in CBS-TV's "See It Now," Murrow and co-producer Fred Friendly have given television a new and exciting kind of journalism. It is a living magazine rather than a newsreel, with the accent on "insight" rather than "news beats." "We were determined from the outset," says Murrow, "that we simply weren't going to ad-lib captions over newsreel pictures."

ABOVE all, "See It Now" has mastered the technique of "taking people places." On the very first program, more than a year ago, viewers were treated to an unforgettable juxtaposition—a split screen showing live pictures of the Atlantic and Pacific Oceans side by side. Since then, the program's viewers have been to many, many places and seen people and things they just don't find elsewhere on the channels.

They've travelled down the Suez Canal; they've watched an "on the spot" demonstration of an "enemy" bomber getting through our coastal defenses; and they've even spent some time at the bottom of a West Virginia coal mine. "That last may not sound like much," says Murrow, "and our staff wasn't too sure how interesting it would be. But we thought, 'Look, how many people in America have ever been inside a mine? Let's show 'em what it's like.' We did, and it turned out to be one of the most popular things we've ever done."

Murrow, who's always refused to think of himself as anything but a reporter, occasionally finds TV a frustrating medium. " 'See It Now' is a pictorial supplement," he says, "and there are many truly important news stories that simply don't lend themselves to pictorial treatment. We had to skip the Schuman Plan, for example. We also bypassed last fall's All-Party Communist Congress in Moscow. If we can't treat something pictorially, then we can't do it at all. And that's unfortunate."

Perhaps Murrow's crowning achievement on television was the film he and his staff made in Korea last December. In it, individual officers and (*Continued on page* 34)

Directory (continued)

PARTIES

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ED MURROW

(*Continued from page* 10)

enlisted men of the UN forces conveyed Christmas greetings to their families back home, but the documentary did more than that. It gave viewers a more intimate picture of Korea than they'd ever seen before—the terrain, the command posts, the interiors of the barracks and, above all, the attitudes of the soldiers to the conflict in which they're engaged.

"That French officer you saw," says Murrow, "who shrugged his shoulders and said, 'I can see no finish to it,'—he pretty well typified the feelings of the men we interviewed. Despite this attitude, the morale of the troops is high, but I hesitate to think of what it would be like if there were no rotation system. The chief topic of conversation is 'points.'"

A tall, dark, slender chap, handsome enough to play a movie war correspondent, Murrow was born nearly 45 years ago in Greensboro, North Carolina. Six years later, his family moved to the Puget Sound section of Washington. He went into educational work after graduation from Washington State College, and was hired by CBS in 1935 as Director of Talks and Education.

It was World War II that made his name internationally famous. His "This Is London" broadcasts were "musts" for news-hungry listeners. During the blitz on Britain three of his offices were bombed out, and if he had time to think about it, he might have suspected that Hitler was carrying on a personal vendetta against Edward R. Murrow.

But he had little time for reflection, either before or afterward. Prior to the blitz, he'd covered the Anschluss and Munich. Later, he reported the campaigns in North Africa and Europe. He has been no less busy since. He was made a CBS vice president on his return from Europe, but relinquished the post in 1947 to give all his time to the news.

"I'm not the executive type," he confesses. "Budgets throw me for a loop; I don't like 'in and out' baskets; and I can't get myself to fire anybody. It seems that whenever a guy is being considered for dismissal, he has a sick wife in the hospital or he's just started to make payments on a new car. I'm just not built for that sort of thing."

Murrow is still a member of CBS' Board of Directors, but his 17th floor office is as free from protocol as a penny arcade. It's a shirt-sleeved atmosphere, with Fred Friendly and other members of Murrow's large radio and TV staff barging in regularly to swap ideas and offer suggestions for forthcoming shows. Murrow himself does a good bit of the writing for both programs, but he's a perfectionist who "bleeds" over his copy. "There are not many writers who are slower than I am," he says, "and the more experienced I get, the slower I get. It's really painful."

Roast Duckling Montmorency—*a masterpiece! Long Island duckling, so tender you'll hardly need your knife at all. But save room for our fresh-baked-every-day pastries. Ummm, delicious! Dinners from $2.75, luncheon entrees from 75¢. Charles Sherrill entertains for dinner and at the bar. Closed Mondays (except Fountain and Pastry Shop).*

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ARDS?

keep a round-the-clock
lowe. They were put on
ohn J. Miller tells why in

ME

Mary Margaret McBride Says:

DO THE THINGS YOU'RE AFRAID TO DO!

Interview on Page 3

'I Don't Map My Life More Than 90 Days In Advance'

EDWARD R. MURROW

INTERVIEW ON PAGE 2

Dunninger Tells Why He Hates The Word 'Magician'

INTERVIEW ON PAGE 3

Florian Za Bach Courts Danger With a Fiddle

INTERVIEW ON PAGE 4

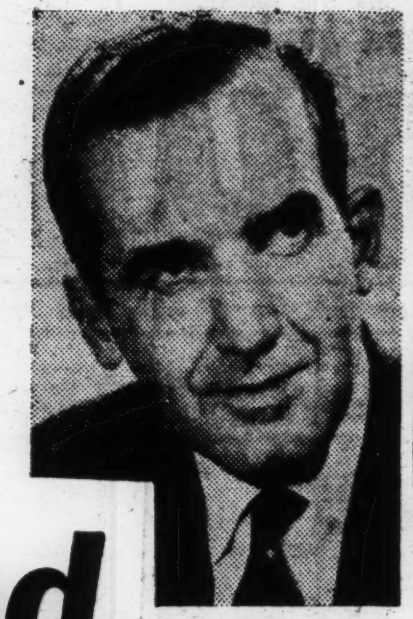
The Rain

The Weather Is

I Never Map Life Ahead, Says Murrow

'That's My Best Way To Live'

By Jim Goltz



ED MURROW—"We've been lucky"

Suave, dapper Edward R. Murrow, who never plans ahead more than 90 days, always works in his shirt sleeves.

"I've had that habit since I started with CBS in 1935," he told me in his small, tastefully furnished office. "Every day presents two or three new problems . . . and it's a lot more comfortable to work up a sweat with my sleeves rolled up.

"My 'Person to Person' show," he went on, "is a technical miracle. And, believe me, it's hard to make a technical show appear simple. We've been blind lucky, I suppose, but we have had to overcome some almost insurmountable obstacles in getting into some homes . . . 22 men are situated at each location, and they're always prepared for the worst. We once had to build a 130-foot tower to get a good view of one subject's house.

"The worst part about the show is that the person I'm interviewing has no monitor. He talks directly to the camera and you'd be surprised at the number of famous people who quake at this thought! I'd say that athletes are the most relaxed people to interview . . . and the ordinary business people are the most nervous.

"The only time I start to worry is when I'm three-fourths of the way through one interview . . . and my crew hasn't yet been able to pick up a picture of the second interviewee! . . . That's when I start to sweat," he grinned.

"One of my worst moments came when I was interviewing Tony Curtis and Janet Leigh in Hollywood. We lost audio for six minutes . . . Fortunately those kids are troupers. They carried on an interesting conversation without any assistance from me. And I can safely say that it was one of the best shows we've done."

His most colorful subject? Murrow remembers two shows that caused a great deal of comment — his interviews with Nanette Fabray and Marilyn Monroe.

"Nanette, one of our most brilliant comediennes, was so forthright in discussing her nervous breakdown that it surprised a great many people," he said. "And of course the switchboard lit up like a pinball machine after I talked to Marilyn. I would say that Marilyn is misunderstood by a great many people. She's basically a shy, quiet girl, and I'd also call her very intelligent.

"One of my nicest subjects was Kim Novak. Kim is a sweet girl, and she carried the ball beautifully. I think I can make a pretty safe bet that she'll be a Hollywood star for a long, long time.

"I'd like to do more young career-people. We've sort of lost track of them right now, but I have a couple in mind who ought to make interesting subjects."

His most enjoyable See It Now interview?

"That's easy — Louis Armstrong. He's a colorful character and one of the greatest guys in the world. I spent 2½ weeks with him while he was touring Europe and they were just about the most enjoyable weeks of my life."

Murrow piles up a lot of mileage every year. But he says, "I'm not one of these guys who clocks every journey he takes. I couldn't even guess how far I go every year, but I can tell you this — I'm a lot more tied down to my job right now than I ever used to be!

"I can't say which of my two TV shows I prefer doing, but I'll tell you what my favorite medium is — radio! You get fewer headaches and a lot more happiness out of a radio show, because the broadcaster can control the mike in a way that he can never control the camera. Also it's easier to translate news into words than into pictures. I'll always choose radio over TV because of its speed and flexibility. But I'll admit that I owe a lot to the television camera!" he grinned.

"My greatest moments are when I can take my wife and 10-year-old son up to the farm in Pawling, New York. It's a real working farm, not a gentleman's resort. We work about 45 head of Holstein, raise our own feed. I wear the oldest clothes I can find and rarely shave. Believe me, it's a great feeling."

His plans for the future?

"I never manage to have a horizon more than 90 days long . . . I've found that's the safest way to work, and the safest way to live."

He Cusses Out Your Favorite Actors

And They Love It!

By Newt Ross

FOSH

PALANCE

BRANDO

Nina Foch leans forward to get a better look at the man talking. Marlon Brando sits alone in the rear listening, concentrating. Jack Palance is with his actress wife, both fascinated. Franchot Tone scratches his beard reflectively.

The man talking seems to gyrate. His face twists, his body bends. That's Harold Clurman's way of making a point to a million dollars worth of talent.

Veteran stars, new and would-be, are burning the midnight oil with Clubman, America's top theatre director, in a small studio theatre on New York's 57th St. Ingenues and chorus cuties dashing from a last curtain call are more likely to be heading for these mid-

he told me that "this class blasted me out of the rut that a part must be played a certain way.

"I got the courage to experiment here. I feel secure with Clurman."

Clurman is a volatile, fervent man who loves the theatre, hates your greatest fault is that you're too cute and you know it."

Clurman directed such hits as "Bus Stop," "Tiger at the Gates," "Pipe Dream," and in other years "Member of the Wedding" and "Golden Boy." He has helped develop some of the biggest stars

Dance? Only

CAG
GIR

By Lewis Onslow

Outside the narrow do
ful Girls Wanted—No Ex
sign flashes the word: "Da
weedy character whispers: "
This is how gullible Ne

Press Clip

DIALING 1-31-59 DAYTON NEWS

Phone Lines Make It A Small World

By CHARLES MERCER

NEW YORK, Jan. 31—(AP)—Good conversation on the television screen is extraordinary.

Ed Mercer

But good TV conversation by four persons removed thousands of miles one from another seems slightly miraculous.

Now a steadily increasing audience is enjoying the small miracle of such conversational exchanges conducted by Edward R. Murrow on "Small World."

How is this wizardry worked?

If the electronics engineers will kindly leave the room, I'll try to explain it simply. All errors are my own and should not be attributed to Palmer Williams, associate producer of "Small World," who patiently tried to make the method clear to my technically obtuse mind.

* * *

THE HALF-HOUR programs you watch and hear are on sound film, meticulously edited down from conversations of 90 minutes to two hours in length and held a week or so previously. All participants are linked by long distance telephone lines. A sound cameraman is operating his camera in front of each constantly.

Typical of the distances spanned to demonstrate that this really is a small world was the conversation involving former Gov. Thomas E. Dewey in Portland, Me., Prime Minister Nehru of India in New Delhi, and novelist Aldous Huxley in Turin, Italy, with Murrow pitching a few lines from New York.

The establishment of telephone communications among a number of persons in various places is a common method of holding business conferences these days. On "Small World," however, extraordinary pains are taken—usually involving many hours—to establish "pure" lines, free of interruption, static and echo. The voices are amplified until each speaker can catch others' nuances of tone clearly.

* * *

MURROW, in New York, controls all cameras, as a director does on a movie set. After pure phone lines are firmly set and everyone is in his place, he goes around the circuit: "New York ready . . . Portland ready? . . . Turin ready? . . . New Delhi ready?"

Upon receiving an affirmative reply from the technician in each place, he says, "we'll start the cameras in 10 seconds." Thus each cameraman is ready to shoot when Murrow starts the conversational ball rolling in New York.

BORIS KARLOFF IN ROLE OF KILLER AND VICTIM

7:30—WHIO-TV—**Perry Mason** becomes involved in a case including a sleepwalker armed with a carving knife.

7:30—WLW-D—A contestant will call his wife to see if he can talk her into letting him bring home a young girl on **People Are Funny.**

8:00—WLW-D—The Dayton Flyers will meet St. Francis on **UD Basketball.**

8:30—WHIO-TV—Josh Randall becomes the target of two rival bounty hunters on **Wanted, Dead or Alive.**

9:00—WHIO-TV—Boris Karloff will play the dual role of killer and victim on **Gale Storm's show.**

9:30—WHIO-TV—Paladin, of **Have Gun, Will Travel,** is caught in the middle of a deadly feud.

10:00—WHIO-TV—**Gunsmoke's** Marshall Dillon is called upon to help a trail herd escape a band of jayhawkers.

10:00—WLW-D—Cris Colt engages in a life or death struggle with a bank robber on **Colt .45.**

11:20—WHIO-TV—**Evening Theater** presents "Beachhead" with Tony Curtis.

11:20—WLW-D—John Hodiak stars in "The Arnelo Affair" on **Gold Cup Theater.**

Television Programs

SATURDAY P. M.

	WHIO-TV Ch. 7	WLW-D Ch. 2	WCPO-TV Ch. 9	WKRC-TV Ch. 12
5	:00-Basketball	All Star Golf	Basketball	Wrestling
	:15- "	"	"	"
	:30- "	"	"	Lone Ranger
	:45- "	"	"	"
6	:00- "	All Star Theater	All-Star Golf	Susie
	:15-Spts., Scoreboard		"	"
	:30-Rising Generation	Midw't'n H'yride*	"	Whirlybirds
	:45- "	"	"	"
7	:00-If You Had Million	"	Dr. Hudson	Gray Ghost
	:15- "	"	"	"
	:30-Perry Mason	People Are Fun'y	Dick Clark	Perry Mason
	:45- "	"	"	"
8	:00- "	UD vs St.Francis	Jubilee U.S.A.	"
	:15- "	"	"	"
	:30-W'ted D'd or Alive	"	"	W't'd D'd or Alive
	:45- "	"	"	"
9	:00-Gale Storm	"	Lawrence Welk	Gale Storm
	:15- "	"	"	"
	:30-Have Gun, Travel	"	"	Have Gun Travel
	:45- "	"	"	"
10	:00-Gunsmoke	Colt .45	How to Marry a Millionaire	Gunsmoke
	:15-	"		"
	:30-Badge 714	D. A.'s Man	Wrestling	Highway Patrol
	:45	"	"	"
11	:00-News	Dayton Final	"	Front Page
	:15-Weather-Theater	Gold Cup Thea.	"	Home Theater
	:30- "	"	Nitecap Thea.	"
	:45- "	"	"	"

SUNDAY A. M.

7	:00-Silent	Silent	Rural America	Silent
	:15- "	"	"	"
	:30- "	"	Your World	"
	:45- "	"	"	"
8	:00- "	"	Home Church	"
	:15- "	"	"	"
	:30- "	Roadside Church	Faith Today	Praise Hour
	:45- "	"	"	"
9	:00- "	Frontiers of Faith	Rel. Town Hall	Homestead U.S.A.
	:15- "	"	"	"
	:30- "	Christian Science	This Is Life	Christophers
	45- "	What's Trouble	"	"
10	:00-This Is the Life	Modern Almanac	We Believe	Skipper Ryle
	:15- "	Radio Taber cle	"	"
	:30-Cartoons	"	Sacred Heart	"
	:45-Industry 'n Parade	"	Christo-	
11	:00-Western Roundup	News-		
	:15- "			
	:30- "	C		
	:45- "			

SU

12	:00-Good Ship Zion	S
	:15- "	
	:30-It's Your World	
	:45- "	
1	:00-Sports Highlights	
	:15- "	
	:30-Tom Blackburn	
	:45- "	
2	:00-Champ Bowling	
	:15- "	
	:30- "	
	:45- "	
3	:00-Sun Matinee	
	:15- "	
	:30 "	
	:45- "	
4	:00 "	
	:15- "	
	:30- "	
	:45-News, Ohio Story	
5	:00-Women's Bowling	
	:15-	
	:30-City Detective	
	:45- "	
6	:00-Small World	
	:15- "	
	:30-20th Century	
	:45- "	
7	:00-Lassie	
	:15- "	
	:30-Bachelor Father	
	:45- "	
8	:00-Ed Sullivan	S
	:15- "	
	:30- "	
	:45- "	
9	:00-TV Theater	V
	:15- "	
	:30- "	
	:45-Alfred Hitchock	
10	:00-Keep Talking	L
	:15- "	
	:30-What's My Line	Bo
	:45- "	
11	:00-News Special	Da
	:15-Frontier Theater	Sp
	:30 "	Gc
	:45- "	

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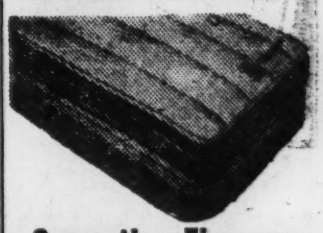

Corrective Firmness
For Proper Posture Support
"SERTA" TUFTLESS
SERTAPEDIC MATTRESS
No Buttons, Bumps, Hollows
As Seen on Ruth Lyons Show
Sleep Shop—Fourth Floor
Elder's

TONIGHT 6:30 P. M.
RISING GENERATION
with Host

FROM: PAIGE LOHR

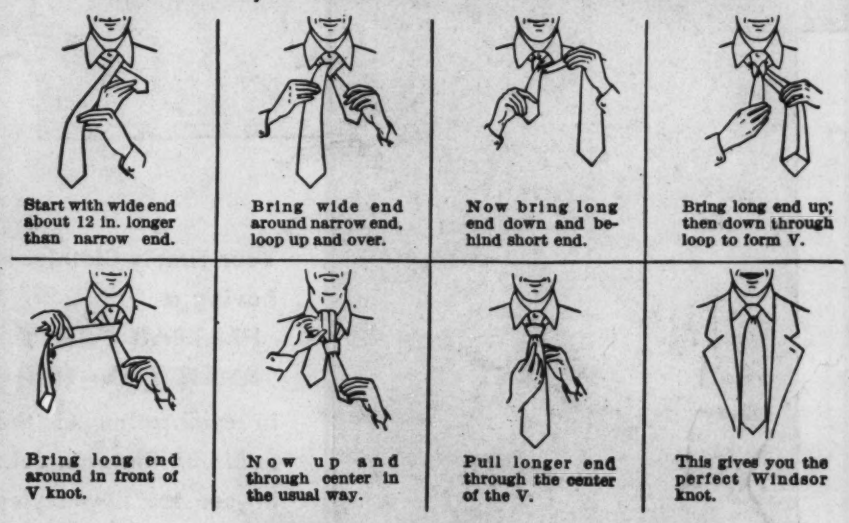
Wembley SUGGESTS: FOR YOUR BLUE SUIT—A COMPLETE WARDROBE GROUP OF 5 TIES

Richly embossed stripes on dapple-grey $2 — Deep claret in basketweave $1.50 — Neat red checks on silver grey $1.50 — Bold, crisp chevron stripes $1.50 — Lustrous figures against dove grey $2

COMPLETE WARDROBE GROUP OF 5 TIES $8.50

Save this advertisement to take with you when you select your spring suit. These Wembley fashions are also on display in men's clothing departments of leading stores.

Another Wembley Fashion Service—How to Tie the Windsor Knot



Start with wide end about 12 in. longer than narrow end. — Bring wide end around narrow end, loop up and over. — Now bring long end down and behind short end. — Bring long end up, then down through loop to form V. — Bring long end around in front of V knot. — Now up and through center in the usual way. — Pull longer end through the center of the V. — This gives you the perfect Windsor knot.

Wembley*

*Reg. U. S. Pat. Off.

Copyright 1952, Wembley, Inc.

once over lightly

the show goes on... ..and off

EDWARD R. MURROW and his news show, "See It Now," make little obeisance to the sacred cow of the entertainment world, "the show must go on" cliché. Mr. Murrow knows that if his show comes unstuck once in a while, it won't change your life or mine or even his. Not that he doesn't make a reasonable effort, and sometimes an unreasonable effort, to keep it going on. It is the most respectable news telecast we can find on our screen and it carries extra excitement because Mr. Murrow lets us in on its inner workings.

This is a new kind of audience participation. On the submarine program, which you may remember, the word had got around that Ed Murrow was going to take his cameras underwater for a Sunday-afternoon dive in a submarine. News of the problems involved was in circulation, too. This experiment depended on the weather, the tide, the wind, the timing, the positions of the submarine and a standing-around LSM. Knowing all of this, you will naturally take a look, either to see life as she is lived on a submarine or to see if all the elements are in sync. If you tried to watch this at home, you remember that Ed Murrow lost his snorkel in Long Island Sound. That was a good show, too. When the bottom fell out of another of his programs, Mr. Murrow stepped smoothly into the great, gaping hole, seven minutes long. Although the audience didn't learn much about cancer research that day, there was a pretty fair lesson about television and Man vs. Weather in 1952.

Mr. Murrow can grin about that kind of thing. "My friends are as pleased as if they had watched me slip on a banana peel." He had no emergency shelf of canned material to stop these gaps. He ad libs. He also ad libs with guests who are ad libbing and who may jump in any direction.

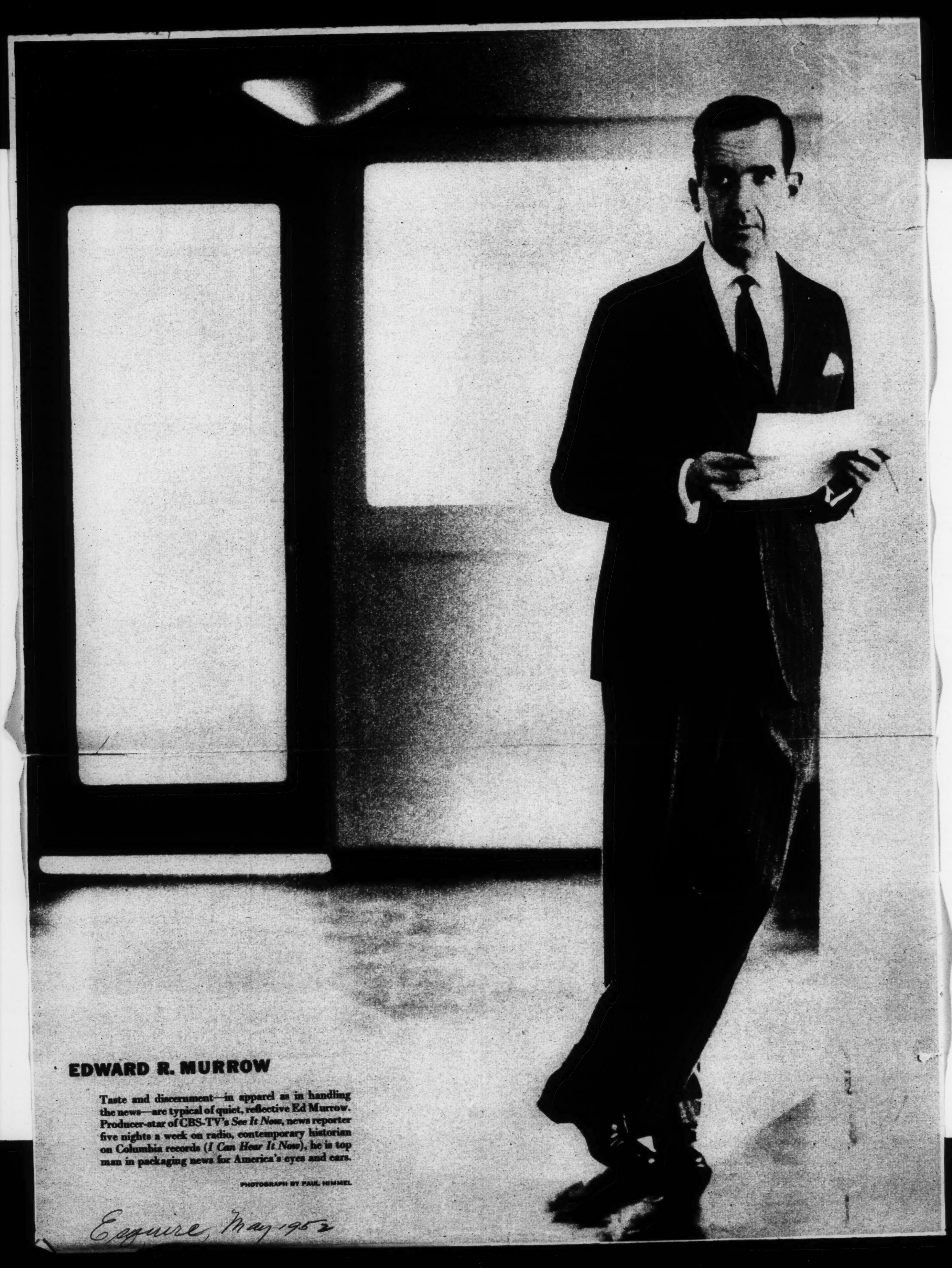
Back in the newsroom from a CBS vice-president's office (and still a member of the board of directors) Mr. Murrow says he finds more satisfaction in radio than in television because, "Basically, I'm a newsman. And there are many kinds of news that television can't handle." Hearing Ed Murrow on the air again each evening gives us a sense of everything in order. We learned to trust him in the "This Is London" days.

Even though he says he's a newsman, we think if you scratch him, you'll find a teacher; scratch the teacher and you'll find a student. He's as curious and interested in the stories he's showing as you are. And he doesn't try to tell you what he doesn't know. That may explain why he doesn't try to cover up when some of the pieces of his show fall apart. He knows it is only a television show.

Not taking himself too seriously, he does take the news seriously. That's why he can make a game of "See It Now" without impairing its dignity. Because ambitious and expensive as this program is, it remains solid and unpretentious. The fun and the gamble are only in the imaginative coverage. He doesn't fool around with the news.

When we saw him, smiling and relaxed, he looked like a man with nothing more pressing than a round of golf on his mind. On his desk were three high stacks of mail, personal letters to answer. The quiet air of being an ordinary guy doesn't quite repress the real adventurer, we think. Whether that involves an extemporaneous address to thousands of people or having three London offices bombed out, our guess is that he'll come up grinning, a little on one side. Avoiding a formula on "See It Now," Mr. Murrow quotes Shaw, "If I become predictable, I'll starve."

Man-of-the-Month Murrow at his favorite job, giving us the news

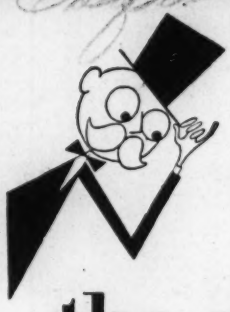


EDWARD R. MURROW

Taste and discernment—in apparel as in handling the news—are typical of quiet, reflective Ed Murrow. Producer-star of CBS-TV's *See It Now*, news reporter five nights a week on radio, contemporary historian on Columbia records (*I Can Hear It Now*), he is top man in packaging news for America's eyes and ears.

PHOTOGRAPH BY PAUL HIMMEL

Esquire, May 1952



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Mr. Murrow can grin about that kind of thing. "My friends are as pleased as if they had watched me slip on a banana peel." He had no emergency shelf of canned material to stop these gaps. He ad libs. He also ad libs with guests who are ad libbing and who may jump in any direction. Ready to cope with yes or no or purely irrelevant words, he admits, "You have to keep your feet braced."

Back in the newsroom from a CBS vice-president's office (and still a member of the board of directors) Mr. Murrow says he finds more satisfaction in his radio work than in television because, "Basically, I'm a newsman. And there are many kinds of news that television can't handle." Hearing Ed Murrow on the air again each evening gives us a sense of everything in order. We learned to trust him in the "This Is London" days.

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Continued on page 22

Man-of-the-Month Murrow at his favorite job, giving us the news

A—2/14/52—C-9278—MAY ESQUIRE

X-66

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When we saw him, smiling and relaxed, and wearing a yellow shirt, he looked like a man with nothing more pressing than a round of golf on his mind. On his desk were three stacks of mail (which we'd estimate at a combined two feet deep), just personal letters to answer. The quiet air of being an ordinary guy doesn't quite repress the real adventurer, we think. Whether that involves an extemporaneous address to thousands of people or having three London offices bombed out, our guess is that he'll come up grinning a little on one side. Avoiding a formula on "See It Now, "Mr. Murrow quotes Shaw, "If I become predictable, I'll starve."

C-4-1

Given to E. R. M. by Gen. Murrow.

★ HONOLULU STAR-BULLETIN, WEDNESDAY, APRIL 13, 1960

TV's Edward Murrow Is Here—to Work and Rest

By SHIDELER HARPE

Edward R. Murrow stepped off a Pan American Airways liner yesterday dressed more appropriately for chilly Tokyo — which he'd left a few hours before — than sunny Honolulu.

Perspiration popped out on his forehead and dripped off his nose as Murrow — wearing a heavy dark-blue suit, complete with vest — chatted with newspaper and KGMB-TV representatives at Honolulu Airport.

Through it all, the familiar cigarette jutted from between Murrow's lips, or dangled from his fingers in the characteristic Murrow manner.

Asked how many packs of cigarettes he smoked a day, the news commentator replied, "Too many. But it's not a prop. I need them."

LAST LAP

Murrow, his wife, Janet, and their 14-year-old son, Casey, are here on the last lap of an eight-month 'round the world tour. Casey didn't go the distance, however.

He was in school in Switzerland last winter, and did not join his traveling parents until Christmastime.

The Murrows plan to be at the Royal Hawaiian Hotel for a week, then fly to Seattle for a visit with Murrow's mother.

"After that, I'll ooze across the country trying to learn as much as I can about politics before the conventions," Murrow said.

The soft-spoken radio and TV personality plans to spend most of the time relaxing.

But today, he'll be videotaping one of his "Small World" programs as he has done in various cities around the world during his trip.

HOOK-UP

KGMB-TV studios will be linked with Huntsville, Alabama, Washington, D.C., and London through a telephone hook-up as Murrow chats with rocket expert Wernher von Braun (in Huntsville) and other people of note.

The tapes from each city will be rushed to New York, where they'll be edited into another "Small World" episode which probably will be shown over the Columbia Broadcasting System network within a week.

Total cost of the show will come to $25,000 or $30,000, Murrow said.

Murrow said he returns to a regular radio-TV schedule July 1. He expects to turn out one 30-minute radio broadcast weekly, instead of the five 15-minute programs he's done in the past.

His TV work will mostly be documentaries running 60 to 90 minutes, he said. Many of them will be developed from ideas he picked up on his trip.

Murrow indicated that he thought the stature of the United States had improved in many areas.

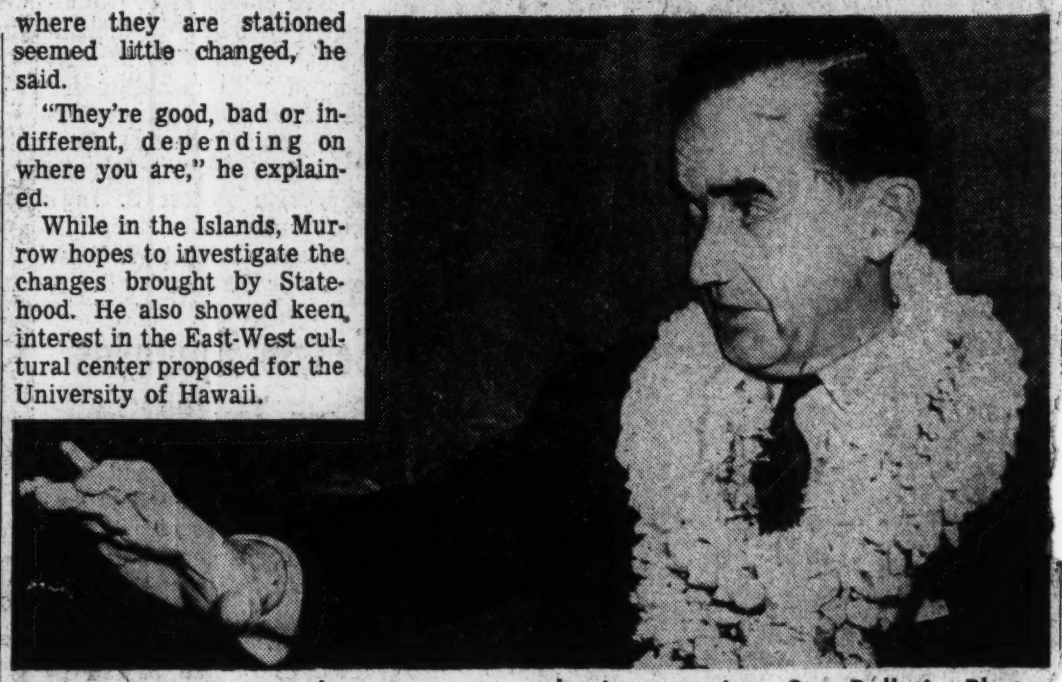
The work of government information and assistance agencies is being carried out at more of a grass roots level, he said.

Even American tourists are behaving less obnoxiously.

But the relationship between U.S. diplomatic representatives and the countries where they are stationed seemed little changed, he said.

"They're good, bad or indifferent, depending on where you are," he explained.

While in the Islands, Murrow hopes to investigate the changes brought by Statehood. He also showed keen interest in the East-West cultural center proposed for the University of Hawaii.



Murrow uses a typical gesture to emphasize a point.—Star-Bulletin Photo

Feiffer

YOU NOTICE HOW THE NEWS ANALYSTS HAVE A MUCH FIRMER GRIP ON NATIONAL AFFAIRS THAN ANY OF THE CANDIDATES?
I FOR ONE THINK WALTER LIPPMANN
CAN YOU IMAGINE A DREAM TICKET OF WALTER LIPPMANN AND HOWARD K. SMITH?
IT COULD BEAT THE WORLD!
TRUE. BUT I DON'T KNOW—IS IT FAIR TO
EDWARD R. MURROW
I DOUBT IF EDWARD R. MURROW WOULD TAKE SECOND PLACE ON A TICKET WITH WALTER LIPPMANN.
RIGHT. BUT WHAT'S WRONG WITH A TICKET OF EDWARD R. MURROW AND ERIC SEVAREID
BUT WHERE ARE WE GOING TO DO WITH LIPPMANN?
I HATE TO DO THIS TO HOWARD K. SMITH.
IT'S TRUE. LET'EM WRITE BETWEEN THEIR WARS.

THAT IS A GOOD TICKET ISN'T IT? THEY'RE BOTH VERY EXPERIENCED.
MURROW'S RECORD AGAINST McCARTHY-ISM IS BETTER THAN ANY-BODY. NOT COULD HE TALK TO KRUSHCHEV!
IT WILL BE A REPUBLICAN CHARGE, AGAIN THE TWO MAJOR PARTIES BATTLE FOR POWER - NOT CAN DISCUSS THE ISSUES.

many ways unsatisfactory world their example is both wholesome and helpful.

Too Much Sounding Off

At the close of a summation of the latest events in the Hiss-Chambers case, Radio Broadcaster Edward R. Murrow said on a recent night, "It seems appropriate to express the probably futile hope that those who write and talk will delay rendering their verdict until all the evidence is in."

Although Mr. Murrow's warning was made in connection with a specific case now before the public, radio commentators and those who write for publication should take his words to heart. A responsibility is there which too few appreciate who have access to the facilities of radio and press.

There is something about the broadcasting of news that makes the most innocuous story sensational. Even without benefit of headlines the inflections of a newscaster's voice are likely to raise to undeserved prominence a story used just as a filler. Newspapers and their columnists are not immune to criticism for the emphasis they place on their comments.

Recent events in Washington and the current investigation of the Atomic Energy Commission and Chairman David E. Lilienthal should impress on commentators, both national and local, the importance of broadcasting the news in the proper perspective. Today, the future welfare of our country may depend on an impartial, calm presentation of the news, uncolored by prejudice and bias.

Mr. Murrow's news programs are an example of the unhurried, carefully weighed reporting that informs, but does not inflame. Other reporters probably would do well to emulate him, even though, he says, his is a "futile hope." In any event his advice is sound.

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Miss Chambers typing Press

June 23, 1949

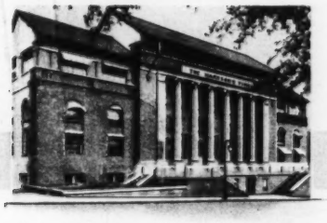
Dear Miss Norman:

Like most broadcasters, I am enormously impressed with anything that appears in print. I am flattered that your editor saw fit to put some of my turgid prose on the editorial page; from the Hartford Times that is high praise indeed.

If at any time we can be of assistance to you in this city of steam, scurry and scamper, do let us know.

Sincerely yours,

Miss Anne P. Norman
THE HARTFORD TIMES
Hartford, Connecticut



ESTABLISHED 1817

The Hartford Times

A GANNETT NEWSPAPER

HARTFORD · CONNECTICUT

June 3, 1949

Dear Mr. Murrow:

Thought you might like to see what happened to the quote from your broadcast your secretary so very kindly gave me yesterday.

I had intended to use it in the radio column I write for The Times, but my editor thought it belonged on the Editorial Page.

I hope the result pleases you as much as it did me. I am still naive enough - after fifteen years in the newspaper and radio business - to feel that editorial writers are the royalty of the newspaper profession.

May I say I am quite sincere in my admiration of your work and would be happy to use any stories about you or your work that seem to belong in my column.

Sincerely,

Anne Norman

Anne P. Norman

Mr. Edward R. Murrow,
Columbia Broadcasting System,
485 Madison Avenue,
New York, N. Y.

TIMES TOWER ON TALCOTT MT.

The HAT WORKER Goes to Pegler's Trial

And—Scoop!—We're the Only Paper to Get an Interview with Pegler.

by ~~Gilbert Tolman~~ George Tichenor

OVER THE YEARS, Westbrook Pegler has built up a hopeful following. But now that he's where they hoped he'd be, only a handful of persons are turning out to follow the $500,000 libel suit brought against the knee-in-groin literary practitioner by a fellow journalist, Quentin Reynolds. That could be due to a gray-out in the New York papers. Only one newspaper, the *Post*, has been faithfully covering proceedings in the U. S. District Court where the character who has made a career of character-hacking has been finally brought to account.

Your *Hat Worker* reporter covered a typical day, June 3, starred by: the appearance of Ed Murrow, television commentator, a character witness for Reynolds; imposing depositions from the High and Mighty of Britain to Reynolds' integrity and courage as a war correspondent, one of the points of issue; and finally a reading of the sums of money Reynolds made before and after he was columniated by Pegler, November 29, 1949. Oh, yes, and for some reason, your reporter achieved momentary acclaim from a couple of other newspapermen for going up to Pegler, exchanging a few words and coming back teeth intact.

Even a confirmed addict of Pegler's, accustomed to his virtuosity with the meat ax, might take off his hat—but better not step too close—in fascination with the article which brought on the suit. It was inspired by a book review which Reynolds had done for the *Herald-Tribune* of a biography of Heywood Broun.

The Pegler column which became plaintiff's Exhibit No. 1 charged Reynolds with being a coward with an "artificial reputation" for bravery, also being a "British propagandist," a "pro-Communist," a nudist, who was supposed to have proposed to Broun's widow on the way to Broun's burial (on this occasion fully clothed, presumedly).

Apparently, not wishing to leave anyone out, Pegler gave a back-stroke to the *Herald-Tribune*, insinuating it was "leftist" in its choice of books for review and reviewers for books. Broun was called "a dirty fighter," Reynolds was "largely an absentee war correspondent." Also, when Clare Booth ran for Congress, the New Dealers were all-out against her. But "Clare licked the whole varsity single handed. When she came to Reynolds she peeled him of his mangy hide and nailed it to the barn door with the yellow streak glaring for the world to see."

THE column ran in 186 newspapers with combined circulation of 12 million. Strange as it may seem, Reynolds took exception to it. And what may have seemed stranger to Pegler, he brought suit. Four years later, after legal maneuvers of the Pegler forces, including the Hearst Corporation and its New York publishing affiliate which puts out the *Journal-American*, the case has come to trial—the first time by Pegler's own boast that anyone has ever got him this far on such a charge.

The three defendants, with more opportunity to challenge prospective jurors than the plaintiff, used up all their challenges before a jury was picked. Reynolds' lawyer challenged only a few of the panel. Al Zack, who is covering the trial for the *CIO News* wrote: "Court room observance noted Pegler challenged many prospective jurors with Jewish-sounding names as well as active trade unionists."

Reynolds, first witness in the trial, testified that during a 17-year period he had sold 311 articles to Collier's, receiving about $350,000. But since the day of Pegler's column, it was asserted, Collier's had not bought a single line written by Reynolds.

Time (May 24 and May 31) found titillating a denial that Reynolds had walked down a road nude with a woman similarly clad. It was said he doesn't go around like that because his skin is sensitive to sunlight. Nobody seemed to give a fig-leaf about the condition (if any) of the woman (if any). Next there was the testimony of how he got accredited to the French army which was slow about it. Reynolds said he complained about it in a cable to the White House addressed to "Uncle Franklin" and sending "love to Aunt Eleanor." The French official to whom the cable was handed for transmittal, promptly got Reynolds accredited.

YOUR reporter got into the court room just a bit before Ed Murrow took the stand.

All of the cast were on hand: Pegler sitting straight and still. He wore a neat, light suit and his complexion was as freshly pink as a boil about to burst. He didn't look at all like the vindictive crusader of his newspaper pictures. A crusader of the fleshpots, you might say.

By contrast, Reynolds wore a rumpled gray suit; he slumped in his chair at the other table a few feet from Pegler and stared, with apparent unconcern, out of the window. He has large shrewd eyes and heavy features that relax easily in geniality.

Judge Edward Weinfeld is a dark, imperturbable man who imposes order in the small oak panelled room, in a quiet voice.

Murrow looked youthful, crisp, suddenly thoughtful—just as you see him on half a dozen television programs, minus the cigarette. Louis Nizer, Reynolds' attorney, with a series of questions established Murrow's qualifications: he holds six honorary doctor's degrees; his radio programs have won the Peabody and many other awards; he first came to public notice for his broadcasts during the London blitz, at the time he met Reynolds.

During a sizeable raid when the Nazis were first using flares, Murrow testified that he and Reynolds were in a car, stopped at Trafalgar Square, and that Reynolds thought it was light enough to see to read—and proved it. "Bombs were falling in the middle distance," said Murrow. "I noticed Reynolds' hands and voice. They were steady."

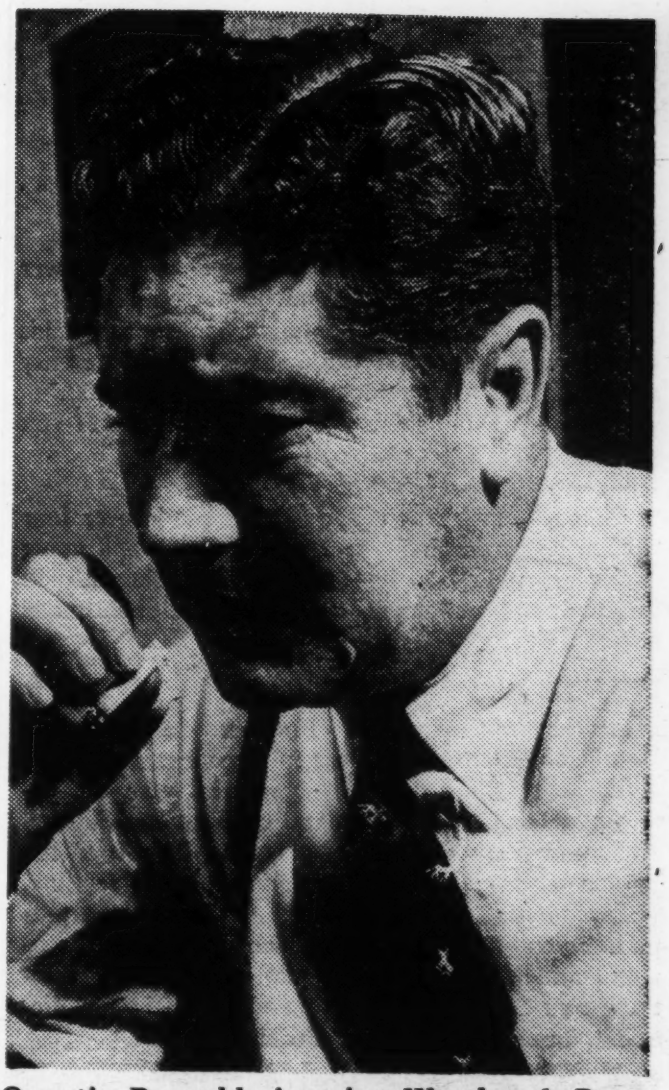
"On a second occasion, when we were leaving the British Broadcasting Co., fragments of flak shells were falling on the pavement, but Reynolds showed no more reluctance than the rest of us to walk out into it."

Questioned about Reynolds' reputation for accuracy and integrity with fellow newspapermen, British and American army and navy people and high government officials, Murrow said again his reputation was "excellent. I never heard his accuracy or integrity questioned, and on many occasions I heard high praise."

CHARLES HENRY, Pegler's attorney, in cross-examination, asked what he thought of Reynolds' reputation in view of a speech by the latter praising the Garsson brothers, who were indicted and convicted of war fraud. Murrow said he had been out of the country at the time and was not qualified to speak. There was a customary recess and when it was over, Henry wanted to know what had transpired. Murrow said he had learned from Nizer and Reynolds that the indictment came a year or more after the Garsson brothers received an E pennant for war production by military officials in a ceremony at which Reynolds spoke. "I told them (Reynolds and Nizer) I didn't think Reynolds should have shown any greater prescience than those who conferred the awards."

Prompted by Oliver Pilat, ace reporter for the *Post* (who is not above hazing freshmen) your reporter went over to Pegler during the recess, and said: "Excuse me, Mr. Pegler, I'm from a labor paper; do you have any comment to make?"

He seemed a little taken aback, but his manner was affable, if strained. "No . . . I think I'd better not . . . at this time. What paper are you from?" We told him. "Do you publish in New York or Danbury?" We told him. He mentioned the Norwalk strike: "You've got that squared away, I see." As we went away, clutching our notes on this scoop, Pilat bunched together the few newshawks on hand, and they came down like vultures. Pilat introduced us as The Man Who Interviewed Pegler. Pilat said,



Quentin Reynolds is suing Westbrook Pegler for $500,000.

"Give," so we gave; and Norman Brown of the AP and the others took it down, hungrily, so help me. Seems that Pegler gave none of them, nothing, never. The boys had no definite explanation why the papers are playing down the trial.

The rest of the afternoon was taken with reading depositions from Sir Walter Turner Monkton, who had been Director General of Information in 1940 and 1941, and Rear Admiral J. Hughes Hallett, who had "mounted" the raid on Dieppe. The first attested to Reynolds' skill, chiefly as the narrator for the documentary film "London Can Take It" for which he received no payment. The second told of his insistence on going on the Dieppe raid; he was on the bridge of the flagship at the height of the action; and when the wounded were too many for the doctors, Reynolds gave a hand with "calmness and efficiency."

THE morning and early afternoon were devoted to testimony on Reynolds' earnings, intended to show that they had suffered because of the Pegler column. Mark Hanna, a sun-tanned agent for his radio appearances, and Frederick Rohlms, bespectacled lawyer and tax accountant, were in substantial agreement on that score. Reynolds' income in 1949 was given as $59,280. Varying from year to year, the tax accountant said that in the four years after 1949, his total income was smaller by $84,651 than for the four years previous to 1949. . . . So, another day.

Coming away, we asked two strangers what was their interest in the case. Both were salesmen. One said, he just wanted to "goof-off an hour or two"; the other who sold jewelry said he couldn't afford a movie and didn't want to get home too soon. Come to think of it, the trial does have aspects of "The Caine Mutiny Court Martial" with a certain anticipation that sometime whoever you visualize in the role of Commander Queeg is going to go off his nut and start raving.

Reynolds has kept his temper well, even with ten days on the stand, six of them subject to Henry's rasping questions. He lost his temper once when Henry charged him with writing "fiction" in his account of a battle incident. The six-foot correspondent, his face a deep-red, half rose from his chair. "Don't call me a liar, Mr. Henry," he flashed.

Pegler is reportedly eager for his turn at the Q. and A. He will find his eagerness matched by a devoted following.

H.T.-TV MAG
SUN. 11-8-59

MARIE TORRE

Murrow on TV and Politics

THOUGH Ed Murrow is officially on a year's sabbatical, the vast army of his devotees still enjoys the benefit of his wisdom. And he has lots of it to give, as the greatest living television reporter demonstrated recently in an address to the British Association for the Advancement of Science in London.

Murrow's topic was "Television and Politics," an eighty-minute speech which abounded in stimulating thoughts that ought not go unrecorded in the United States.

The main theme of his talk was the constructive task to which television must be put, and throughout the address, he reiterated that television should be used more as an educational tool than as a means of diversion and entertainment. He pointed out that escapist programming is "precisely what the totalitarian dictators will order when their countries have as many television sets per capita as we have," their purpose being "to make the governed content not to govern themselves. It will be to distract, and indeed to entertain.

"Television of itself," he noted, "cannot usher in the Utopia of freedom. . . . But it is the duty of those who control television to use it as a sound mirror to reflect conditions as they are. If what is reflected on the end of that tube is bigotry, poverty, discrimination or prejudice, that is good and wholesome so long as the picture be true. Where there is controversy it must be reflected. . . . Democratic peoples must of necessity cure their allergy to unpleasant and disturbing information. . . . The informative program can compete successfully for the listener's attention, but it must be good and it must be fair, and it must be fearless. Television won't save us, and probably it won't destroy us, but we should be mindful of Bernard Shaw's counsel, 'We must get what we want, or we will come to want what we get.'"

Turning to the role of TV in the political area, Murrow observed that although the medium was to revolutionise politics, it hasn't as yet.

Probably, he said, the single most effective use of television in politics occurred during the 1952 presidential campaign when Richard Nixon, candidate for Vice President, became involved in the 'Nixon Fund' affair. Nixon's nation-wide explanation and his appeal for a directive from the people brought unprecedented results.

"The true function of television in politics," Murrow further noted, "is to operate a market place in which ideas may compete on an equal footing. . . . I would suggest that the evidence so far indicates that television can retard or accelerate a trend in public opinion, but it cannot reverse it." •

Person-to-Person Interview With Ed Murrow

Award-Winning Reporter One of Top World War II Correspondents

By ALLAN ZWERDLING
Managing Editor, Show Business
Labor's Daily Exclusive

Edward R. Murrow's telecasts and radio shows have literally made history. A reporter who was on the spot when Hitler marched into Austria, who was in London during the blitz, and who since has won acclaim for his consistently provocative shows, Murrow is also the originator of a unique TV program known as **Person to Person.**

On this telecast, Murrow takes the viewer into the home of some celebrity for a neighborly chat. In the years since the show began, Murrow has interviewed some 150 leading people, singers, diplomats, labor leaders, politicians. Though considered one of TV's top interviewers, little is known about Murrow himself.

Labor's Daily cornered Ed Murrow, and in Wednesday's edition there appeared the first half of a unique two-part story—a **Person to Person** chat with the man whose intense look, loosened tie and smoking cigarette are known to millions.

Here is the conclusion of that exclusive interview. It begins with a question asked not of Murrow, but of his wife.

Zwerdling: How did you meet Ed, Mrs. Murrow?

Janet Murrow: On a train, and it seems we've been traveling ever since. In 1932 we were both bound for a National Student Federation meeting in New Orleans and he won me over with his singing of logging songs and old American and English ballads. We were married two years later.

Zwerdling: What are his hobbies?

Janet Murrow: We both play a lot of golf together and like to shoot. Ed learned to play darts in London and is an expert. He also likes to play poker. Actually, we've never been settled in one place too long, except the last three years. Even now, Ed is always flying to one place or another and many times I go with him.

Zwerdling: Does he disturb you at home with his typing?

Janet Murrow: Not the way he types—with two fingers. He's more proficient with an axe than a typewriter. Mostly he dictates his stories.

Zwerdling: And there have been thousands of them, haven't there Ed? Which stories are your favorites?

Memorable Stories

Murrow: It's difficult to pick out a favorite when you've broadcast and written so many. One that affected me the most was being the first war correspondent inside the Nazi concentration camp at Buchenwald. There were still 300 bodies there, and one of the victims was an old friend, Dr. Petr Zenkl, onetime lord mayor of Prague. I wrote the story for the London Express but I regarded it as a failure. I could have described three or four victims, but the tragedy of hundreds of them simply overwhelmed me.

Zwerdling: How about stories you got exclusives on and didn't print?

Murrow: A reporter gets many stories like that. The one I remember most clearly was a dinner at the White House with President Roosevelt. I got there and ate with Mrs. Roosevelt but the President didn't appear till after midnight at which time he took me into his study and quizzed me for sometime about England, Winston Churchill and the blitz. He in turn told me several facts with which I could have broken the front page of every paper in the country, but I had to sit on the story. You see, the dinner engagement took place on Dec. 7, 1941, Pearl Harbor Day.

Zwerdling: I know you went back to England in 1942 and flew combat missions with the British and American Air Forces; did you ever get into the Pacific campaign?

Murrow: I was headed for the Pacific theater when the war ended. Instead of blazing battles I was given a hot desk and spent my brief period as an executive. But I got out of that in time to cover the Korean War, the wedding and coronation of Elizabeth, the Italian elections, the Berlin crisis leading to the airlift, the election of the Labor Government in Britain and the subsequent election of the Churchill regime.

But I was also busy here in the states. I covered the presidential conventions and elections and kept busy with various radio programs until Nov. 18, 1951 when I started **See It Now** on CBS TV.

Man in the Street

Zwerdling: That's the program that won the Peabody Award, isn't it?

Murrow: Yes, and we're proud of the awards our programs win. But we are even happier knowing that we are bringing the public a news program especially suited for television. We try not only to interview the big shots, but also the little people, the worker and the man-in-the-street. Since your paper, **Labor's Daily,** is concerned with the labor movement in the news, I think the broadcasts that would be of greatest interest to you would be the ones of May 24 when we covered the Labor Party in British elections.

Also, of course, on March 22 we interviewed Welsh coalminers who gave their opinions on the United States foreign policy. The March 8 broadcast dealing with the McCarran - Walter Refugee Acts brought a great deal of mail from labor unions and prolabor newspapers. In the four years we've been on the air we've covered strikes, labor conventions, political battles and sporting events—anything, anywhere in the world that was newsworthy. I'm happy to say that we've received the support of labor unions and members who have acclaimed the program for simply presenting the facts and not trying to slant the news. I have a high regard for the people of this country and don't believe they have to have their news sugar-coated. If we present the facts to them, they generally can make up their own minds the correct way.

Zwerdling: You've interviewed a great many labor personalities on your **Person to Person** show, too, haven't you?

Murrow: We've interviewed about 150 personalities from every walk of life, from nearly every spot in the country. George Meany, James Petrillo, Secretary of Labor James P. Mitchell were just a few.

Zwerdling: I gather you are quite enthusiastic about your work on **Person to Person?**

Underwear View

Murrow: We all have certain mottos which we use throughout life. One of mine came down to me from Judge John Bossett Moore of the World Court, who said: "When you meet men of great reputation, your judgment of them will be greatly improved if you view them as though they were in their underwear.

Zwerdling: No wonder you had so much fun interviewing Marilyn Monroe recently. By the way, Ed, is the program rehearsed?

Murrow: No, it is unrehearsed, as we state before the show. I usually talk to the guests about some of the points that will be covered so they won't be caught completely unawares, and we usually have a run through of the guest's movements when it requires moving around a great deal, but this aids the naturalness and makes the person more relaxed and secure in their own homes.

Zwerdling: How long does it take you to prepare a program?

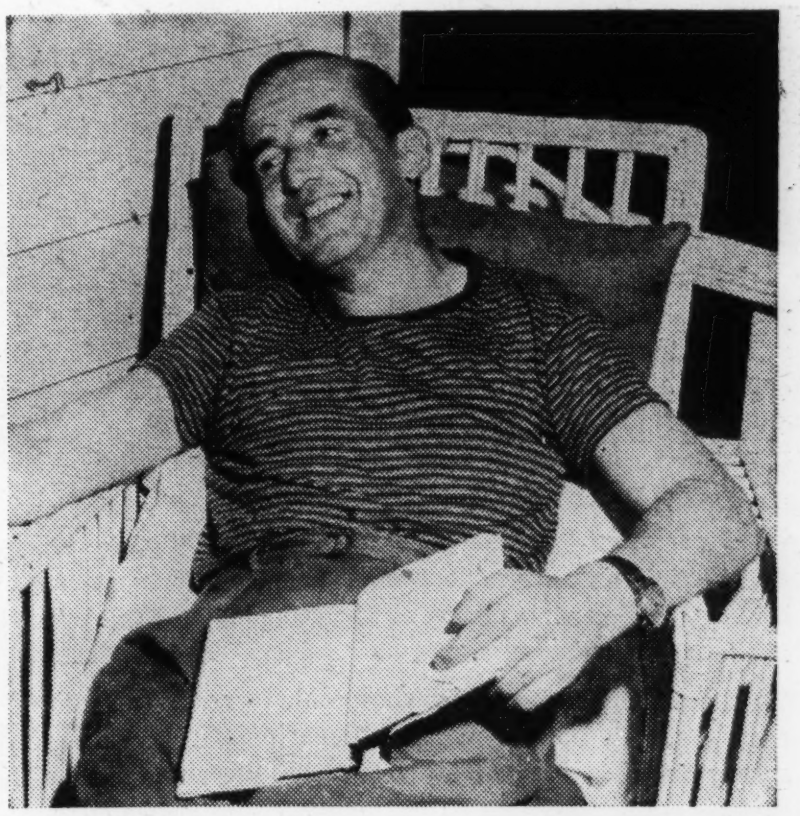
Murrow: We plan it anywhere from two weeks to a year in advance. It takes a minimum of two weeks for a guest in New York City and at least four weeks for those in other cities.

Zwerdling: How do you find time for all that preparation?

Murrow: Oh, I have about 100 helpers. There are directors, editorial associates, cameramen, control men, microwave relay men, audio technicians, maintenance men, utility men, electrical engineers, telephone company engineers, etc. etc. etc. They all belong to various unions and I'm glad to say that they have fully cooperated with us "over and beyond the call of duty" as we sometimes kid them when they get an extra tough problem or run into some unforseen difficulty.

Zwerdling: What are your plans after **See It Now** and **Person to Person?**

Murrow: There are a few things I've been toying around with but actually, there is nothing definite at this time. I hope that both programs will be on the air for several more years. I intend to cover special events for radio and TV and continue my efforts to be a good reporter who is, according to Archibald MacLeish, "a poet of mankind who destroys the superstition of distance and of time which make the truth turn false."



WHERE'S THE CIGARETTE? — The photographer caught Murrow in a completely unfamiliar pose—complete relaxation. Even his everpresent cigarette is gone. Or is it hiding in that other hand?

William L. Garrison: Antislavery Symbol

WILLIAM LLOYD GARRISON, by Russel B. Nye. Little, Brown. 214 pp. $3.00.

William Lloyd Garrison was the man who rang "the fire-bell in the night" to warn America that slavery must go. At a time when antislavery sentiments meant ostracism, persecution and often, physical danger, Garrison founded his famous newspaper, **The Liberator,** and told the world: "I will be heard!"

From that time on until some 30 years later when Lincoln signed the Emancipation Proclamation, Garrison was the symbol of antislavery. At great personal sacrifice he wrote, lectured and organized to put an end to the greatest evil of his day.

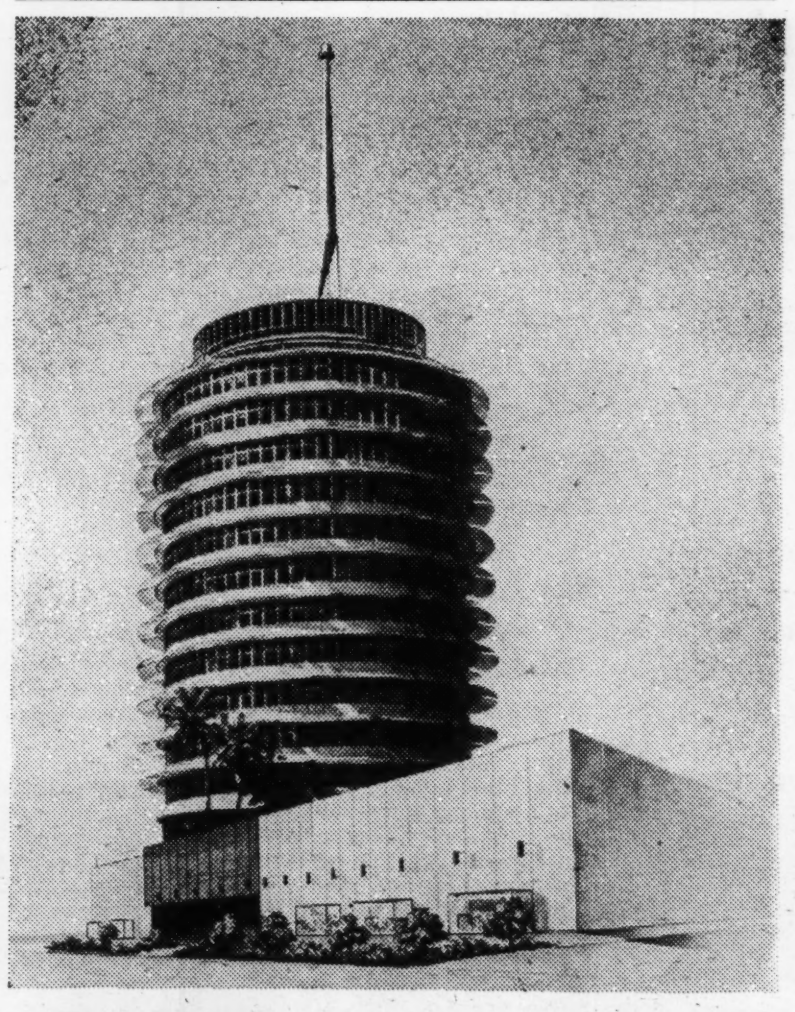
Defenders of the status quo tried more than once to still his voice, but Garrison had a will of steel and an inner fire that drove him on. Whether he deserved to be or not, Garrison was the chief target of antislavery adherents.

His words were often coarse, always impassioned. But he called a spade a spade, and in his fading days, when slavery had been licked, he was looked upon as the father of the abolition movement, and statesmen did him honor.

Russel B. Nye, a Pulitzer prize winning author, has just written a biography of Garrison, which traces his career from the time he was a "printer's devil" to his death. Unlike other Garrison studies, this one is brief—only 206 pages—and simplified. But Nye has made no attempt to popularize the treatment. He narrates, rather than dramatizes, and readers accustomed to fictionalized biography will be disappointed.

Furthermore, Nye's attempts to avoid over-glorifying the old crusader has led him to miss the forest because of the trees. He has listed all of Garrison's faults. But reading Nye's account, the reader gets no feeling of the moral grandeur that made Garrison stand out so far above the many other talented and selfless persons in the antislavery movement. Nye writes: "Had Garrison never existed, things might have been much the same."

This is undoubtedly true. But if Garrison hadn't become the most aggressive spokesman and most hated target, someone else would have. Garrison did live, and whatever the criticisms, was one of the most remarkable men of his century. He should be given better treatment.



STACK OF RECORDS — This $2 million tower is being built in Los Angeles to house — you guessed it — Capitol Records. Workers constructing the unusual structure are 100 per cent unionized. Union artists like Nat "King" Cole, Les Paul and Mary Ford, Jackie Gleason, Frank Sinatra and others will wax their new discs here.

Unionist Pens Book

Special to Labor's Daily

NEW YORK — Vantage Press has announced publication of **The Mirth of a Nation by** Jimmy Lyons. Lyons, an old time vaudeville comedian, is editor of AGVA News, official publication of the AFL union which covers variety entertainers from vaudeville people to night club dancers.

The book contains original routines and bits by such famous greats of yesteryear as Charlie Case, "Honey Boy" Evans, Ben Bernie, George M. Cohan, Eddie Foy, Will Rogers, Joe Penner and others. Introduction is by George Jessel.

L.A. MIRROR NEWS

Flabby America: Experts' View

Many great and thoughtful men, Americans and those abroad, are deeply concerned about the United States and its future.

They see signs of drift and apathy and gluttony in our society.

The recent CBS radio broadcast "The Image of America" brought these uneasy speculations into sharp focus. (It was, incidentally, one of the great radio programs of the year, a national public service.)

Here are excerpts from the program, some symptoms and diagnosis of our national malady:

"It is currently fashionable to talk about 'images.' We speak of images as divorced from the things they are to represent. If it is held to be attractive or acceptable, the implication is that no one is to worry about the substance behind the image," Ed Murrow noted.

IDEALS MERE WORDS?

Dr. Robert Hutchins, educator: "Ideas and ideals have tended to become forms of words that are useful as rhetorical flourishes, but have little effect on our daily lives . . . The tendency of the industrial system, in which everything depends on smooth cooperation within large groups, appears to be to produce men who are

Gold Rush, 1960

not free in any real sense, and who may not even want to be free . . ."

Dr. Harrison Brown, Caltech geochemist: "I fear that so powerful are the forces which operate in favor of increased organization and integration that we may drift into a form of totalitarianism without realizing it . . . we can, if we don't watch ourselves, become a glorified anthill . . ."

Charles Brower, advertising executive: " . . . we are beginning to learn how to package people. They will shortly be coming bright and shining from our collegiate assembly lines. All impurities, such as ambition, discontent, curiosity, desire and pride, will be carefully removed, and replaced by security and welfare . . . The barbarians do not attack the strong and rugged, but the fat, lazy and complacent . . . Our opponents are strong because they believe in Communism. Do we believe in decency? I doubt it. I don't think we disbelieve, either. We just never think about it.

"I am afraid that we, as a nation, are stuck on dead center — morally and spiritually—and thus socially and economically. But we have wonderful ways of covering this with statistics . . . which prove that we are all doing just dandy . . ."

[illegible] Jacques Maritain, philosophical scholar: "We are advancing in the night, holding torches toward which mankind would be glad to turn; but you leave them enveloped in a fog of merely experiential approach, with no universal ideas to communicate. For lack of adequate ideology, your lights cannot be seen . . ."

Walter Lippmann, columnist: "The critical weakness of our society is that our people do not have great purposes which they are united in wanting to achieve . . . the public mood is defensive, to hold on and to conserve, not to push forward and create.

"The strength of the Soviet regime is that it is, above all else, a purposeful society in which all the main energies of its people are directed and dedicated to its purpose."

There is much evidence to support the thesis that we are suffering from moral and ethical erosion, putting comfort, security and pleasure above the sterner virtues.

For instance, authoritative surveys indicate that cheating is accepted practice, without moral censure, in a majority of U.S. colleges. The social censure falls on the "squares" and "bum sports" who won't assist in cribbing. Even in hallowed West Point, where an officer's honor is the cornerstone, there was a cribbing scandal.

LABOR, BUSINESS

Atty. Gen. Mosk, within the past week, reported that collusive bidding between contractors seeking public works jobs is widespread—an illegal form of cheating. The labor rackets exposed by the McClellan committee show [illegible] for [illegible] movement originally based on social ideals.

Are we so sunk in fat living that we no longer generate idealism and what Maritain calls "the apostolic power of ideas"?

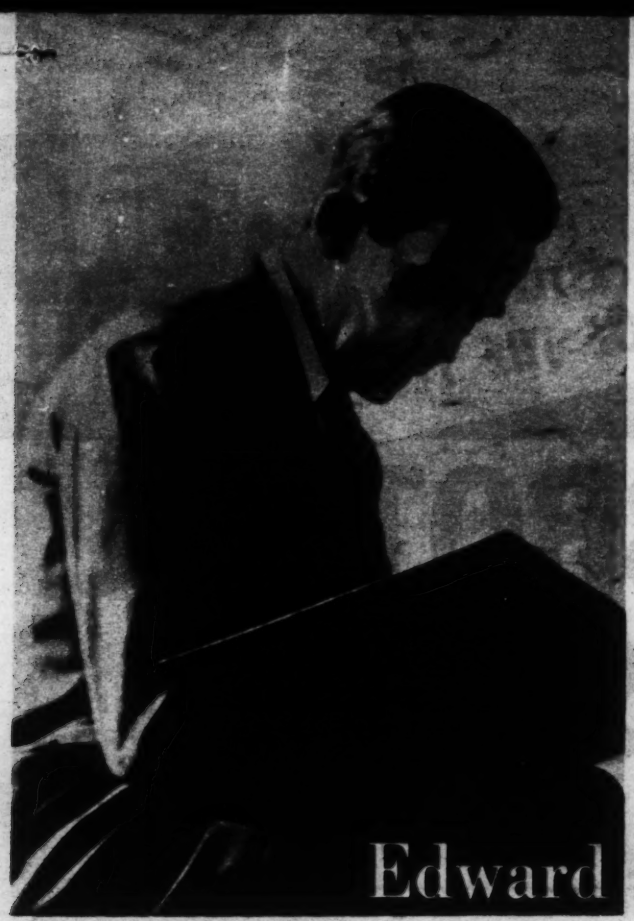
Allen Drury, novelist-reporter, sees some hope. He admits that slogans are substituted for reality, and unfounded optimism for sober bravery, but speculates that:

"Somewhere under all this phoniness there still live a great people and a great nation . . . beneath the mush and the organized hogwash, there is still a great vigor and a great decency."

Somehow, we've got to develop a national purpose, and shuck off the shoddy and spurious in our society.

How? The answer is in every man's own conscience. Read this again, and decide honestly how much of it describes you.

"Look" Feb. 15, 1949



ON these pages are listed the ten most unforgettable speeches of the last fifteen years. They were chosen by Edward R. Murrow who, as newscaster, foreign correspondent, and former vice-president in charge of public affairs for the Columbia Broadcasting System, has known and listened to most of the leading figures of the past 15 years. His recently assembled, memorable album, *I Can Hear It Now,* for Columbia Records, includes speeches, milestones of our times from 1932 to 1945, recorded at the time they were made. To compile the album, Murrow and his collaborators, Fred Friendly and J. G. Gude, listened to more than 500 hours of material, then recorded it on 11 miles of magnetic tape.

Murrow says, "The business of selecting these speeches is a very personal one. Ours has been an era for ear. We remember speeches as they sounded, influenced by their relation to the framework of our own lives. Of them all, these are the ten I recall most vividly."

Edward R. Murrow picks . . . the ten most unforgettable speeches of the last 15 years

ROOSEVELT 1933

At his first inaugural, with 15 million Americans unemployed, this bold, compelling radio voice brought confidence into frightened homes. . . ."Our greatest primary task is to put people to work. . . . The people of the United States have not failed . . . in their need, they have registered a mandate that they want direct, vigorous action. . . . First of all, let me assert my firm belief that the only thing we have to fear is fear itself."

EDWARD VIII 1936

At his abdication: "I have found it impossible to carry the heavy burden of responsibility and to discharge my duties as King as I would wish to do, without the help and support of the woman I love." I do not hesitate to say that those words spoken in the slow, almost halting voice of the King of England were heard by more human beings than any other ruler's words in history. Nothing in future history is ever likely to approach it.

GEHRIG 1939

Lou Gehrig was neither a speechwriter nor a speechmaker, yet some 30 words he uttered at Yankee Stadium the afternoon 61,000 fans came to say good-by to him are almost a classic of brevity, humility and human dignity. "Today, I consider myself the luckiest man on the face of the earth. I may have been given a bad break, but I've got an awful lot to live for." A great athlete, a greater sport, Lou was dead 23 months later.

(Continued on page 54)

*Her eyes seldom stray from the man with P.A.**

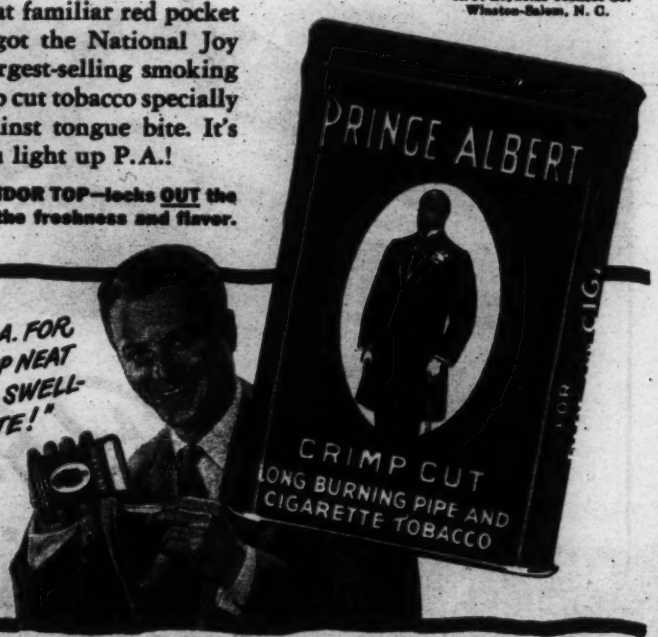
● The ladies have a way of paying special attention to the man who smokes a pipe. And when you add Prince Albert to that pipe of yours—man, you've connected with real smoking joy and comfort.

P.A. means Pipe Appeal means Prince Albert

● When you buy that familiar red pocket tin of P.A., you've got the National Joy Smoke—America's largest-selling smoking tobacco. Choice, crimp cut tobacco specially treated to insure against tongue bite. It's a great day when you light up P.A.!

The NEW HUMIDOR TOP—locks OUT the air—locks IN the freshness and flavor.

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.



"YOU CAN'T BEAT P.A. FOR 'MAKIN'S'! ROLLS UP NEAT AND FAST INTO A SWELL-TASTING CIGARETTE!"

The National Joy Smoke

Adolf Hitler

the ten most unforgettable speeches of the last 15 years

continued

HITLER 1938

September 26, at Munich: No one who ever heard the high-pitched, hysterical voice of this speaker will ever lose the echo. To those who had watched his pattern of conquest, this was both an epilogue to Hitler's rise, a prologue to World War II. Here, the Fuehrer, after promises to Chamberlain and Daladier, told his cheering legions that the Sudetenland was not enough.

CHAMBERLAIN 1938

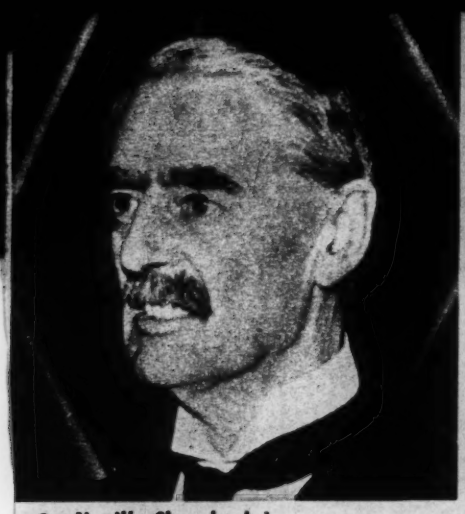
After Munich: "Herr Hitler told me privately, and last night he repeated publicly, that after the Sudeten German question is settled, that is the end of Hitler's territorial claims in Europe" . . . then came the tragic words of that well-intentioned, willful man whose name will always stand for appeasement . . . "and you know that I am going to work for peace, to the last moment."

CHURCHILL 1940

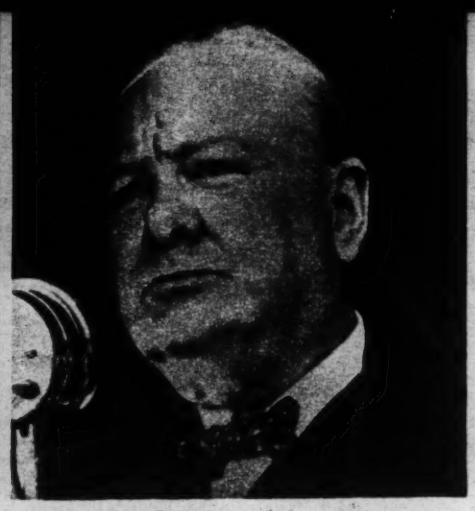
As he became Prime Minister: Do you remember hearing the immortal "Blood, tears, sweat and toil?" Well, don't bet on it, unless you were in the press gallery. No microphone can be brought into the House of Commons. For that reason, I should like to list also his address of May 30th. . . . "If the British Empire lasts a thousand years, men will say—'This was their finest hour.' "

Wendell L. Willkie

Dwight D. Eisenhower



Neville Chamberlain



Winston Churchill

WILLKIE 1940

I select his nomination acceptance speech not because of what Mr. Willkie said, but because there is no better illustration of American politics in action. As he talked at Ellwood, Indiana, that day, to the largest crowd ever gathered for a political meeting, his magnificent manner, towering hulk, hoarse yet vibrant voice, will be remembered as long as the office for which he ran—and was defeated.

EISENHOWER 1944

On D-Day: "People of Western Europe: A landing was made this morning on the coast of France by troops of the Allied Expeditionary Force. . . Great battles lie ahead. . . . I call upon all who love freedom to stand with us. . . . Together, we shall achieve victory." That announcement had more earwitnesses than there were witnesses at all other great battles of history combined.

LILIENTHAL 1947

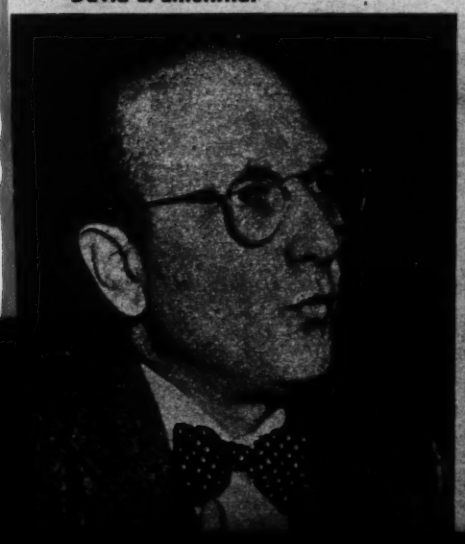
David E. Lilienthal defended himself against charges of Communist leanings before the Senate Atomic Energy Commission. His direct, spontaneous declaration of his political philosophy, of his unbounded faith in America and its freedom, secured his confirmation as Chairman of the Commission. It was probably the best ad lib speech of the last 15 years.

BRADLEY 1948

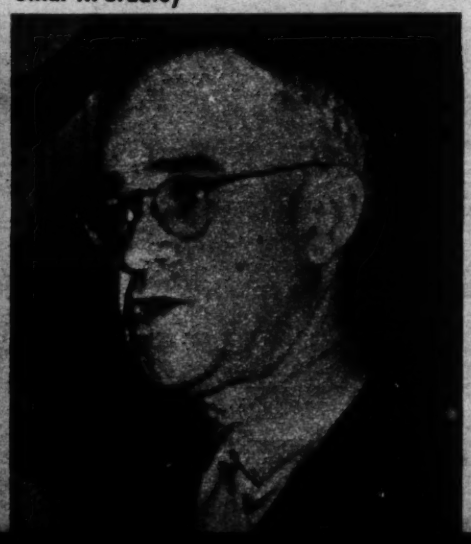
"This lad we bury today is partly the victim of your folly . . . and the folly of all the peace-loving peoples of the world." So spoke General Omar Bradley at Memorial Day services for a Congressional Medal of Honor winner. I was often privileged to hear the General's wartime briefings. I think I shall remember this one on our peace-time battles a good deal longer.

END

David E. Lilienthal



Omar N. Bradley



"EVEREADY"

the battery with "NINE LIVES"!

Just as an active cat...

...takes a cat nap

and bounces back with new pep...

so "Eveready" batteries bounce back for extra life!

BOUNCE BACK gives

"EVEREADY" BATTERIES LONGER LIFE!

"Eveready" brand batteries give you fresh power when you use them; naturally, they use up some power when your flashlight is turned on...but—

When your "Eveready" batteries cat nap between uses, the chemical elements in the cell develop fresh energy—recover power—so that...

When you snap on your flashlight again, the batteries *bounce back* with renewed power. That *bounce back* gives "Eveready" batteries *longer life!*

Next time you buy flashlight batteries, be sure you get "Eveready"—the largest-selling brand in the world. Then you'll see what *bounce back* means...why "Eveready" batteries are *the batteries with "Nine Lives"!*

The registered trade-mark "Eveready" distinguishes products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide UCC and Carbon Corporation

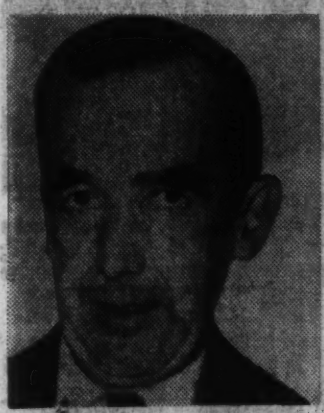
"EVEREADY" FLASHLIGHT BATTERIES

THE TV SCENE

Murrow Sadly Missed at S.F.

BY CECIL SMITH

Some viewers have been surprised to find Walter Cronkite working in double harness with either Eric Sevareid or Harry Reasoner at the Republican convention in San Francisco. There's precedent. During the 1960 Democratic convention here, anchorman Cronkite was joined regularly by commentator Edward R. Murrow.



Edward R. Murrow

It was among the last broadcasts Murrow made before his appointment to head the U.S. Information Agency, a post he resigned last year when felled with lung cancer. When his long-time producer and associate, Fred Friendly, ascended to the presidency of CBS News, it was announced Murrow might rejoin the network when he was strong enough.

During much of the last six months, Murrow has been recuperating at La Jolla and Palm Desert, but recently he returned to his 280-acre farm in Pawling, N.Y., where you might have heard Cronkite send him regards from the San Francisco convention.

Friendly revealed the other day that Murrow will make his first broadcast in four years in a radio salute to CBS's venerable Studio 9 on July 25. Studio 9, which is being vacated as CBS News moves to new quarters in New York, was the scene of many a historic radio broadcast by Murrow, Kaltenborn, Shirer and others. The salute will be a 50-minute special.

Murrow and Friendly, working together, gave television many a magical show, notably "See It Now," "Small World," "Person to Person" and "CBS Reports." Murrow's future work will depend on his strength.

Debate Question Raised in S.F.

With the Republican convention winding up and the Democratic gathering next month strictly routine, talk in San Francisco turned the other day to the possibility of another series of "Great Debates" between the Presidential candidates. The Kennedy-Nixon debates were, of course, not debates at all, but news conferences, wherein the two candidates were questioned by a board of newsmen.

Network heads generally doubted there will be any TV head-on collision, though they said "we won't know until after Labor Day." NBC's Reuven Frank said: "I don't think Johnson wants to debate. He's indicated he doesn't like debates. But then," he added, "Johnson said he didn't like news conferences and he's been holding conferences all over the place."

ABC's James Hagerty said he has a hunch there may be a couple of face-to-face clashes—one on foreign, the other domestic policy. But he added: "The President of the United States is not just a candidate. He has answers that he can't make; there are issues and policies he is bound by security not to discuss. Furthermore, he has all the information funneled by the entire U.S. government at his fingertips."

Pool Coverage Planned

For the election itself, the networks will pool their vote-counting coverage, along with the Associated Press and United Press International, and they will probably have more than 100,000 poll watchers in the field.

"I suppose this is better," said Frank. "It will avoid confusion—all of us will have the same figures at the same time in the vote count. But the competition has been the thing that has spurred fast vote counting; the network rivalry has brought about the only significant change in counting ballots in 50 years. When we stop competing, we halt development of new and improved methods."

Networks worry about the move to halt announcements of returns until all polls are closed, pointing out that polls in Hawaii do not close until 11 p.m. PST. Still, they realize that declaration of the winner based on eastern returns might discourage some westerners, whose polls are still open, from voting.

In the network ratings rivalry, a Trendex rating on the first day of the convention showed 50% of convention watchers were tuned to NBC; 35% to CBS, and 15% to ABC. Arbitron figures were 47% NBC, 38% CBS and 15% ABC.

In the numbers race, Huntley, Brinkley and such talented cohorts as McGee, Chancellor, Vanocur, Scherer, Kaplow and others still seem unbeatable.

HAL HUMPHREY

Television and Radio Editor

Ed Murrow Takes a New Seat; and Kennedys Climb and Climb

Ed Murrow made his first TV appearance Sunday as the interviewee, rather than the interviewer. Ironically, it was on NBC ("Meet the Press") and not his alma mater, CBS.

Kenneth Crawford of Newsweek asked Murrow if it was more comfortable on the asking or receiving side of the questions, and with a wry grin, Murrow assured Crawford that "it is much more comfortable there than here."

HUMPHREY

Comfort notwithstanding, Murrow managed his seat very well, and even the Portland (Me.) Press-Herald's nettling May Craig couldn't ruffle him.

Murrow showed that he is already fully versed in his new position as chief of the United States Information Agency, and adept at justifying its role in the so-called battle for men's minds.

During the question-and-answer exchange he said that "the battle for men's bellies" at times is more important, especially when the caloric intake is below subsistence levels. He also drove home the point that the annual budget for his USIA bureau is the same as for one combat-equipped Polaris submarine.

It was a tremendous loss to the news and information side of TV when Murrow moved to Washington, but if he can make something more of the USIA than just a horn-tooting machine, then we all have gained from his move.

★ ★

THE PAST SEVERAL DAYS have been big ones for the TV newsmen, but for the viewers there has been an almost endless amount of repetition.

One overriding impression received from watching these "Kennedy Reports" has been that there is one h—— of a lot of staircases in Europe.

MURROW

We've seen the Kennedys going up stairs and coming down stairs. Sometimes it has been difficult to distinguish one of these ascensions or descensions from the other.

The President is a very good stair-climber. He holds himself erect and he does not bounce. Khrushchev sort of rolls up and down stairways. Sometimes one is not even sure that he isn't being supported at each elbow so that his feet aren't even touching.

President De Gaulle is strictly a let's-take-one-step-at-a-time stairway man. It is a kind of Gallic production with him, as if the meeting with a stairway is as important as the conference he is about to attend inside.

For that matter, most of the network newsmen might have done well to analyze each man's approach to stair-climbing. Certainly they could have ascertained as much from it as they did from guessing what was going on inside the various conference rooms.

A TREMENDOUS AMOUNT of pontificating went on by the newsmen on all three networks. Those roundtable discussions ("What do you think, Sam?") frequently sounded no more informed than any curbstone discussion of the situation in your own neighborhood.

HUNTLEY

NBC's Chet Huntley did the best analysis Sunday afternoon ("JFK—Report No. 7") when he simply stated quite realistically what was and what wasn't "negotiable" at a conference table between the two "Ks" and their seconds.

"We know," said Huntley, "that Khrushchev is determined to impose his system on the rest of the world. This is not negotiable. We are in disagreement with him over some of the methods he has chosen to use, and can warn him that such methods can lead to a war that neither of us want."

As Huntley went on to say then, the meeting at the summit was simply to make sure that no one made a miscalculation which could result in the final chaos.

It's a shame that the TV networks had to move that army of men and equipment to Europe just for that—and the stair-climbing—but that's what's known as covering the news.

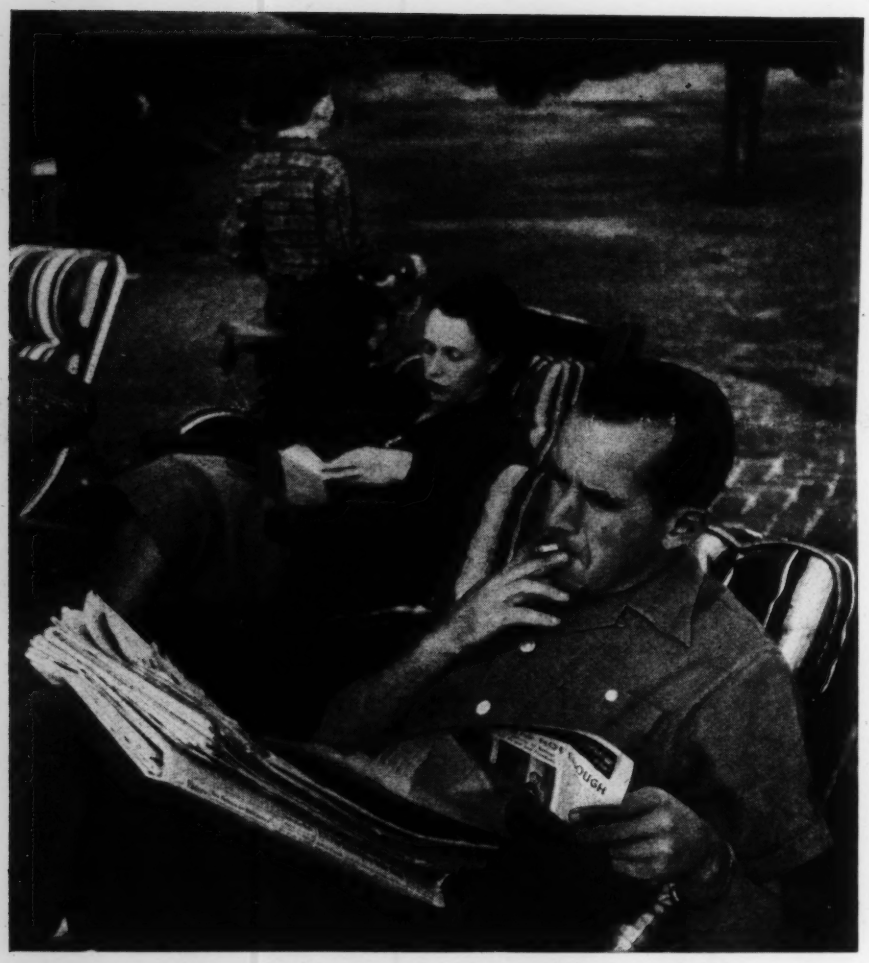
8

McCalls

by Isabella Taves

a personal story

EDWARD R. MURROW



Even weekends at his farm in Pawling, New York, Ed plots future broadcasts and plows through the news with his wife—his severest critic. He plays as hard as he works, is especially serious about golf

On December 7, 1941, Ed Murrow and his wife were in Washington, D.C. They had been invited to a dinner at the White House that night. Playing his intense left-handed game of golf (he takes his golf as seriously as does President Eisenhower) at the Burning Tree course, Ed heard that Pearl Harbor had been bombed by the Japanese. He hurried back to the hotel and told his wife, Janet, that he was sure the White House dinner would be canceled but that she had better call Mrs. Roosevelt to be certain.

Mrs. Roosevelt said, "We all have to eat. Come anyway."

The President's chair was empty, but several times during the dinner messages came down from him. One of them was that he wanted to talk to Ed Murrow, who a few days before had returned from England, where for the last two years he had broadcast nightly the story of the London blitz.

At 10:30 the guests rose to take their leave. Again President Roosevelt sent down word asking Ed Murrow to wait. Janet left with the others, and Ed waited, watching the biggest men in the government come and go from the President's office. At 12:30 Ed Murrow was told the President would see him. He found Roosevelt alone, gray with fatigue. First he asked Ed Murrow how the English people were standing up to the bombing. Then he told him the whole story of Pearl Harbor, with facts and figures about the enormity of the disaster which weren't known to the American people until years later. There was no mention of the conversation being off the *(Continued on page 86)*

PAGE (s) MISSING

Edward R. Murrow

Continued from page 24

record, the gag of honor which every newsman respects.

Murrow walked back to his hotel in a turmoil. All night he paced the floor, smoking, pounding his right fist into his left palm in a characteristic gesture of perplexity. Janet Murrow sat up with him. As she doesn't smoke, and it was too late to send down for coffee, she simply gave him the moral support of her presence. Somewhere toward dawn he told her, "I'm sitting on the biggest story of my life. I can't make up my mind whether it is my duty to tell it or forget it."

He did not tell the story, finally coming to the conclusion that the President had been using him as a sounding board, to help clarify his own thinking. Ed didn't even tell his wife what the story was. He went on with a brief lecture tour that CBS had scheduled for him, drawing enormous crowds, donating the proceeds to British War Relief.

TALL, handsome, witty, Murrow was a glamorous and already distinguished-looking figure. Although he had never had any newspaper experience, but had sprung full-blown into radio reporting in 1938 when Hitler marched into Vienna, simply by virtue of being on the spot, he looked like an idealized version of a newspaperman. Because his previous jobs had required him to make speeches, because his background included debating and college dramatics, he spoke considerably better than most newspapermen, punctuating his remarks with pertinent quotations from history and literature. Important men, many of them considerably older than the thirty-year-old Murrow, came hat in hand to ask his opinion. And women developed crushes on him, the way they do with crooners and movie stars.

It is no wonder a group of CBS newsmen in New York got together and formed a "We Don't Think Murrow Is God" club. Everybody who joined was immediately elected a vice-president. The presidency was left vacant. They were holding it for Janet Murrow.

It is characteristic of Ed that when he heard about the club he asked if he could join. It is also typical that today many charter members of the club are among Ed Murrow's staunchest admirers. For Murrow is a man who doesn't need a war to make him a leader. Today, sitting in the shabbiest executive office at CBS in New York, he still inspires something close to hero worship in those who work with him.

"We're a crew of dedicated men around the newsroom," Larry LeSueur, Murrow's CBS colleague, told me, "but among us Ed Murrow stands out. We admit he's better than we are." Charles Collingwood added, "And there isn't an office boy at CBS who wouldn't go to Murrow if he thought he was getting a raw deal. That's what Ed means to everybody."

On the air and off Ed never stops fighting for what he thinks is right, and the rights of individuals, whether they are baseball managers or government employees. More than once when he felt a person was being pushed around by government or big industry with no opportunity to answer charges against him he has offered his own facilities, at the risk of his own job. "He is big enough to get away with it," I was told, "but one reason he is so big is that he is the kind of person who will always stick his neck out, so long as he has a neck."

Edward Roscoe Murrow will be forty-six on next April 25. In a business where everybody works and worries

too hard he works and worries harder than anybody. He has two half-hour television shows, "See It Now" on Tuesday nights and "Person to Person" on Friday nights. Every week night on radio for fifteen minutes he broadcasts the news and his comments on it. In none of these jobs is he just a voice. Each of his own shows has a production staff. But Ed is the boss. No matter what happens, he takes the rap in public—"even," as one staff member says, "if he calls you in and gives you hell in private."

He smokes too much. He has no interest in food. He sleeps badly, and often gets up and walks the floor at night, or flashes on the light and tries to take his mind off problems with a detective story. On the trips he takes as a working reporter he has difficulty finding anyone to room with him, for he grinds his teeth when he does fall asleep. Larry LeSueur, who was Murrow's assistant in 1940 in London, thought he had got used to it during the blitz. But recently he found out different.

"It used to sound like sheets ripping," LeSueur says. "But in those days his mind was comparatively free when he fell asleep—at least he couldn't do much about stopping the bombs. Today he has the problems of the world on his mind. Last summer when his wife and boy were up in the country Ed asked me to spend the night. I slept—or tried to—in Janet's twin bed. Toward morning I woke up thinking the air-conditioner had gone berserk and was chewing itself up. After a few minutes I realized it was only Murrow grinding his teeth."

Maybe that is one of the reasons the "We Don't Think Murrow Is God" Club left the presidency open for Janet Murrow.

"She is not the kind of wife who thinks you can help a man best by worshiping him blindly," a friend told me. "She is still starry-eyed about Ed, but she speaks up and tells him when she thinks something he is doing isn't right. He admires her for this. But hers is the only criticism that he is afraid of."

Press critics have called Ed "America's Number One Stuffed Shirt" and have accused him of hogging the camera on his TV shows. His colleagues take these remarks hard, for (Item 1) Ed is not a stuffed shirt, and (Item 2) he is constantly complaining to coproducer Fred Friendly on "See It Now" that he is on camera too much. "But, after all," says Friendly, "half the people who tune in want to see Murrow more than anything else we offer."

Ed is calm in the face of personal criticism from anybody but Janet. "We walked into their apartment one night after a show," a colleague told me. "Ed and I thought it had been great, and we were feeling all excited. Janet was charming as ever, and attentive, as usual. But when Ed asked her what she thought of the show she told him. His face slid down a mile. The next day, however, we both reconsidered her criticism in our own cold light of reason and knew she was right."

THE Murrows live in a Park Avenue apartment ten blocks from Ed's CBS office. The furniture consists mostly of English antiques Janet bought in London. It is comfortable, but far from pretentious. There is no attempt at high style. A publicity woman who once took a decorating editor to the Murrows' in search of a "model" celebrity's home to photograph fled in embarrassment. Books sent to Ed are piled on the coffee table in front of the sofa. Janet Murrow's

(Continued on page 88)

(Continued from page 87)

desk in one corner of the living room is always piled with paper work which she never quite gets through (she still does considerable charity work and is manager of all their personal correspondence), and on the grand piano there may be toys left by their eight-year-old son, Charles Casey.

Ed leaves the apartment about 10:30 in the morning, after going through a few of the avalanche of newspapers he checks personally each day. He reads fast and has a retentive memory. Even in personal conversation he brings out the illustrative quotations which are so much a part of his broadcasting technique. But he regrets that so much factual reading cuts down on the books he would like to enjoy. He has time for about one book a week, usually written by a friend, and the detective stories, which he uses strictly as soporifics.

"You learn things from them too," Ed told me. "I remember one in which the hero, a man of character, always made it a point each day to do two things which he did not want to, as a matter of discipline. One was to get up, and the other was to go to bed. I'm like that guy."

ON three nights a week he quits work at 8:00 P.M. On Tuesdays and Fridays he has his TV shows. Nothing, even the nightly fifteen-minute news spot, is routine. He sounds calm, but during broadcasts he fights the mike, taps his feet and is wringing wet when he finishes. One of the reasons he finds TV an even rougher chore than radio is that he doesn't have the comfort of working in shirt sleeves. He has to wear a suit jacket, and he has to have make-up to hide the beads of perspiration. He makes it as hard as possible for the make-up men, smoking and carrying on conversations while they work. And he scorns the orthodox cold-cream method of removing the sun-tan-colored TV base. He uses soap and water and Janet's good white bath towels.

After his radio show Ed and Jesse Zousmer and Johnny Aaron, his associates, go downstairs to the restaurant in the building to have a drink and unwind. (Ed drinks either Scotch or Bourbon, and considers himself an expert on good corn whisky.) Most of the CBS executives and stars prefer a more atmospheric restaurant a few doors down from the broadcasting studio. Ed has no objection to atmosphere (a friend who is a gourmet told me despairingly, "Ed's idea of a sensational meal would be a beautifully set table, with candlelight and silver and crystal, and a cheeseburger"); however, the privacy of the restaurant in the building appeals to Ed, particularly at that hour. Most of the people in there then are working people at CBS, relaxing after a show or grabbing a sandwich and a cup of coffee before going to work. They nod, but they don't bother him with high-level socializing.

Over the drink the three men seldom talk business. Mostly they talk about their children (each has one). If Ed has a date to meet Janet later he will eat what he calls "dinner" right there, usually a lettuce and tomato sandwich and a big glass of milk. ("When he stops to think what to order he may go real exotic and have a Western sandwich," says Johnny Aaron. "But if left to himself, with nobody worrying about feeding him, I'm sure he'd live on lettuce and tomato sandwiches.")

The Murrows like to have dinner at home, and do unless they are invited out. They never go to night clubs. That kind of atmosphere bores Ed, and he never learned to dance. Particularly when Casey was younger and Janet took complete care of him she preferred eating at home. But they seldom get to the table before nine o'clock. When Mrs. Murrow used to eat lunch with Casey at noon, that made it a long time between meals for her.

By the time Ed gets home Casey is usually asleep. And in the morning he is off to the Buckley School for boys before Ed is awake enough for much conversation. So their big time together is during weekends at the Murrows' farm near Pawling, New York.

WHEN I first started talking to people about Murrow I was given a long list of people who were supposed to be his "intimate" friends, ranging from General Omar Bradley to John L. Lewis, Samuel Goldwyn and Ethel Merman. As I began to see more people I found that, although Murrow has a long list of acquaintances with whom he has pleasant relations, the people really closest to him are the ones with whom he works, or has worked. But when I asked Ed Murrow who his best friends were, those with whom he could really relax, he said promptly, "Casey." Afterward he added that old associates, particularly those he hired back in the days of World War II, were fun to sit around with and rehash the old days. But, unfortunately, his schedule is so tight that he has little time for that any more.

Casey is a true Murrow, in that he has a mind of his own and speaks up to his father. His father's shows don't interest him when they get too concerned with politics. Casey has his own convictions about politics and baseball, and will argue with his father at the drop of a hat. During the last World Series, Casey was a Yankee fan, while his father and mother were for the Dodgers. On that trying Sunday when the Dodgers lost the crucial game of the Series, Casey was quietly jubilant. Afterward Ed told me, "He's a very logical little guy. He thinks things out and has his reasons. About the only thing I've ever known him to have done without thinking was to become a Yankee fan." (Actually Ed became a Dodger fan without too much of the logical Murrow reasoning. He had come back to this country late in 1946, heartsick and tired after nine years of war. Many of his close friends were dead, and the savor had gone out of living. Branch Rickey, then president of the Dodgers, invited Ed and Janet to a ball game in the spring of 1947. Jackie Robinson stole home, and suddenly Ed found himself on his feet, cheering. He has been a Dodger fan ever since.)

When Casey was younger Janet made a ritual of reading him a goodnight story when he went to bed. One evening Ed happened to be home in time to kiss Casey good night, and he offered to read to his son. (There is a joke around the office that when Ed Murrow is reading anything—even the telephone book—he makes it a production, with all the inflections he uses on a broadcast.)

Halfway through the bedtime story Casey stopped his father.

"Would you call Mum, please?"

Mum came. "I want to talk to you *privately*," Casey told her.

Ed went into the living room. Janet did not come out of Casey's room for a long time. When she did she was smiling.

"He wanted me to finish the story," she said. "He didn't want to hurt your feelings, but he doesn't like your reading voice. He thinks it's too loud."

If you think you know
what Ed Murrow
is like
this first public view
of his private life
is certain
to startle you

PETER MARTIN

Murrow describes Casey as his "best friend," and it's only with his son that he really lets himself go. A very provocative young man, Casey has strong opinions. But he and his father disagree mostly on baseball and politics

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An ordinary woman might feel trapped between two such Murrow men. But Janet is no ordinary woman. It was her decision to accompany Ed on the trip to Berlin last fall when he did the hour-long Berlin story for "See It Now." She and Ed had been separated so much during the previous summer that she left Casey with her mother in Middletown, Connecticut, and went on the trip as a contributing member. She made a radio broadcast from Berlin (Ed introduced her as "my colleague, Janet Murrow"), which Ed used on his evening show. She was no pale carbon copy of Ed either. The writings and observations were her own. She also accompanied the staff when they went on location, taking pictures of them at work (she is an enthusiastic amateur photographer). Ed found it extremely useful to have her around, for he put the entertainment problem in her competent hands.

Before they left Berlin, Ed decided he wanted to give a big dinner for everyone connected with the project, a bang-up celebration. Janet made the arrangements, and the staff, to a man, decided they wanted to do something for Janet Murrow. They bought her a silver dish and presented it to her at the dinner.

Janet thanked them, adding, "But how did you know it was my birthday?"

An eyewitness told me it was obvious Ed Murrow had not known it was his wife's birthday either.

Janet said later, "Ed never remembers birthdays or anniversaries unless I make a point of reminding him. Usually I suggest we have dinner alone together, which is a real treat for me. Christmas he can't miss—it hits him over the head. Other occasions, no. However, he is a darling about giving you something you have wanted or admired when you least expect it. He does this with everybody he likes."

MURROW's poker face hides an emotional and sensitive nature. But his early training under the firm hand of his mother and his habit of self-discipline keep him from showing emotion, except in gestures such as unexpected gifts. Ed says he had a violent temper as a boy, but by the time he married Janet he had it under complete control. The three Murrow boys were not indulged during their childhood. They worked hard, and when one of them did anything Ed's mother considered wrong she punished all three of them.

When I asked Ed about his ambitions for Casey he said briefly, "I agree with Lord Chesterfield. The only things a father can teach a son are to ride, shoot and tell the truth."

He has taught Casey to shoot (over Janet's occasional unhappy murmurs about a little boy and live ammunition), to fish and to help him with the tractor when they are cutting brush at Pawling. When you see them together you know they are very close. Photographers, who find that Ed can be a gloom-ridden subject, know that they only need to mention Casey and Ed's face lights up.

But he is strict with Casey too. Recently father and son were playing parcheesi. When it came Casey's turn to throw the dice he put his hand in front of them and, seeing his father apparently concentrating on the game, peeked to see what was on the other side.

"It was a childlike gesture," said Janet, "but Ed made no allowance. He got up and left the game, saying, 'I don't play with people who do things like that.'"

(Continued on page 90)

name. Larry LeSueur, Casey's godfather, says he has always figured it came from Casey Jones, the locomotive engineer in the old song. (Ed has a warm spot in his heart for locomotives. His father was a locomotive engineer in a logging camp in Washington.) But Casey's name, as far as my reporting could go, is still a mystery. I asked Ed Murrow point-blank why he picked the name, and he said, "I won't tell you."

Ed dresses well, both in the country and city. In the country his taste is for plaid shirts and work trousers. He (and Casey) have cleared the brush from about half of their fourteen acres. He enjoyed the physical work and found release in it from tension. In town his clothes are English. He is in London often enough to make an English tailor practical. He enjoys wearing dinner jackets, even though, he explains apologetically, "It's a dying custom."

When Ed and Janet were married Ed was an expert clothes-packer. His jobs had entailed considerable traveling, and with his logical mind he had attacked the problem and solved it. Janet, on the other hand, had hardly traveled at all. He taught her to pack and then promptly forgot how himself. Johnny Aaron watched him pack for a trip last summer when Janet was away. Johnny went back to the office shaken. "He simply opened drawers and threw things into his bag. He dumped his toilet things into a towel. What he couldn't find he decided to skip and buy along the way."

MATERIAL possessions mean little to Ed. He has always traveled light. He has no scrapbooks, he has never kept a clipping, and the only photographs in his office are one of Casey in blond baby curls and one of Carl Sandburg, inscribed to him. (Ed is a great Sandburg admirer.) During the blitz, when his office was bombed out four times, a photograph of Hindenburg inscribed to him was lost. Whenever Ruth Campbell, who was his secretary in London and now works for him in New York, goes back home to England for a visit Murrow wistfully asks her to look for the picture. An autographed photo of Ernest Bevin was also lost. Ed particularly treasured that because Bevin chased him down almost a quarter of a mile of corridor to give it to him, after Ed had said goodbye in 1946, calling, "Ed! Ed! Damn near forgot. Map of me face!"

The things Ed values most today are a few pieces of antique silver he bought in London, his guns (he has some fine ones), the British Broadcasting mike he used during the war (given to him by his colleagues when he left) and his "log cabin" on Quaker Hill in Pawling. It is not precisely a cabin, for it has three bathrooms and an electric dishwasher. But it is made of logs. Ed saw the outside just twice, and decided it was the only house in the East that he had ever really wanted to own.

Ed knows a great deal about trees and wood. He has planted his own grove of evergreens around the Pawling house, including one tree for Casey, with only the half-smiling admonition that the boy grow "straight and strong" like it.

Ed feels about trees the way some men do about dogs. One night last year during the ice storm that hit upstate New York, Janet got out of bed and found him sitting in the living room by the fireplace, smoking a cigarette in the dark.

"What's the matter?" she asked.

"Listen," he said.

Just then a pine tree outside fell with a crash. Ed shuddered. Janet made a pot of coffee and sat up with him until dawn.

Ed bought the house on a train to Washington, where he happened to meet the man who owned it. Neither Ed nor Janet had ever been inside. It was the second house he has bought without his wife's okay. The first was a New York brownstone, which he acquired when she was still in London and Casey was a baby. They eventually got rid of that, but she now is almost as fond of the Pawling house as he is, partly because it means that the Murrow family can have their weekends together and in privacy. Janet usually drives up with Casey in their station wagon, and Ed follows after his show Friday night or early Saturday morning. He used to drive a yellow convertible weighted down with 200 pounds of sand in the trunk compartment so it would hug the road on the curves. Janet had suggested rocks. He decided later she was right, for when he opened the trunk about three months later he found a jungle of weeds had sprouted in the dark, warm sand.

Murrow once drove a school bus, as a boy, and is an excellent, if fast, driver. His yellow convertible was known to all the cops around Route 100, and in the hunting season they used to stop him, whether he was speeding or not, because they knew he was always good for a brace of pheasants. Today he has a heavier,

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When Casey was born the Murrows had been married eleven years. Their friends were delighted for them, but as the child grew older they became apprehensive. Casey was spectacularly beautiful, with masses of blond curls. He was precocious. His mother and father could not be blamed for finding every new phase of him a delight. Ed put the boy on the radio at Christmas to talk about Santa Claus. He followed him through the toy departments with a tape recorder, registering his comments—and using a few of them on his broadcast. When Casey was three a family conference decided that he should go to nursery school. In theory the Murrows felt it would be better for Casey to spend a little less time with his mother and more with children his age.

In practice, however, it didn't work out that way. As Casey was so young, his teacher felt that Janet should not leave him at school until he expressed himself as willing. Casey was not willing. He enjoyed the class, he liked his teacher, he got along fine with the other children—but he wanted his mother there. From September until almost Christmas, Janet sat outside the schoolroom door, where Casey could see her.

"It wasn't so bad for me," Janet said. "I learned a great deal about children just from watching. I found out some of the things Casey did that seemed remarkable or terrible were just normal for his age. I also was working on a benefit, and I got a lot of letters written without telephone interruptions. But one day I woke up to the realization that it wasn't good for Casey. I explained to him he was taking advantage of both his teacher and me, and left him the next day."

The same friends who worried about Casey being spoiled admit they had discounted the basic good judgment of both Murrows. Casey has turned out fine, neither spoiled nor too good to be true.

"He's just the third nice member of the Murrow family," Raymond Gram Swing told me. "Recently I was invited to the house for Sunday dinner. There was a radio concert I wanted to hear for professional reasons, and I explained that to the Murrows in advance. The time happened to fall when we were at dinner. Janet had apparently told Casey what it was all about. And he was amazing. He didn't fuss, and he didn't fidget, and part of the time he even seemed to listen. Like Ed and Janet, he was courteous."

ED MURROW's name originally was "Egbert." His two brothers are Dewey and Lacey—but he still feels he got the worst of it. When he discovered that the writer E. B. White has "Egbert" for a first name he was delighted. Murrow, who was working in a logging camp at the time, changed his name to "Ed" when he was sixteen. When he and Janet discovered they were going to have a child he was determined that no son of his would be a "junior," Edward or Egbert. He picked the name "Casey."

Janet said, "What if it's a girl?" Ed still thought "Casey" would be good. Janet suggested softening the name to something like "Charlotte Casey," giving the girl a choice. Ed gave his son the name "Charles Casey"—so he has a choice, if he ever wants one. "Charles" is also Janet's father's name, and her brother's.

As for the "Casey"—Janet says she thinks her husband just likes the

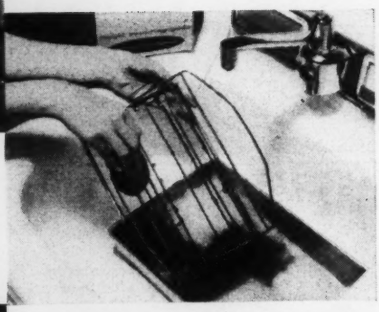
TRY THIS

for easier cleaning

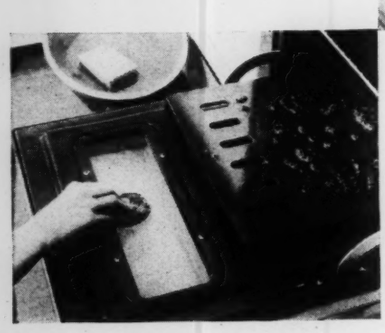
NYHOLM-SCHERCK

Keep coffee maker free of stains and odors, achieve better coffee, by using soap-filled steel-wool pad

A clean, shiny cake pan produces a more delicately browned cake. Always clean both sides of the pan



This handy pad will clean roasting utensils quickly and thoroughly. It gets around rungs, into corners



Cooked-on grease and spill-overs don't come off easily. A soap-filled steel-wool pad will do a good job

by Gloria Liswith

(Continued from page 91)
green convertible. But according to him he doesn't drive either as fast or as well as he used to. When pressed for a reason he says, "It's either old age or Casey."

Ed and Janet do not fly together, because of the boy. It is the only concession Ed makes to the possibility of danger in his activities. A number of Murrow's friends have told me that he seems absolutely without fear. Lawrence Lowman, a CBS vice-president who was in the Air Force in World War I and with OSS in World War II, said, "I have known only three fearless persons in my life, and Ed Murrow is one of them."

Ed's record is one of taking chances. During the blitz in London he did what his secretary and wife considered a great deal of unnecessary climbing around on rooftops during bombings. Despite the efforts of both CBS and Ambassador John Winant to have him grounded, he continually went on bombing missions. He even made one run when Janet was pregnant, and the boys in his own office raised a fuss. In Korea he went into the front lines. In Berlin he insisted on going along when they smuggled in a camera and photographed some of the Russian Zone.

Is he never afraid? Ed Murrow's own answer: "I've never known anyone without a sense of fear."

Explanations as to why he deliberately exposes himself to danger vary. He says, "I have a peasant's mind. I can't write about anything I haven't seen." His colleagues say, "Ed doesn't like to ask anybody working for him to do anything he won't do himself."

During the really bad days of the blitz in London he and Larry LeSueur used to have dinner each night in a Soho restaurant. They were among the few customers, for even most Londoners were staying at home. But they would eat well and leisurely. As soon as dusk fell they put on their tin hats and walked through the streets of London, both trying not to hurry so the other wouldn't guess he was afraid. Murrow made a point of never going into shelters except as a reporter—the theory being, I was told, that once you start going into shelters you lose your nerve. The only fear he was ever heard to express was that he might lose his eyesight from shattered glass.

As for the bombing missions, he explains, "I'd go with some young pilot, and it would be a good raid, and he would get the idea I was lucky to have along. So he'd call up and ask me to come with him again, and I'd be ashamed to refuse."

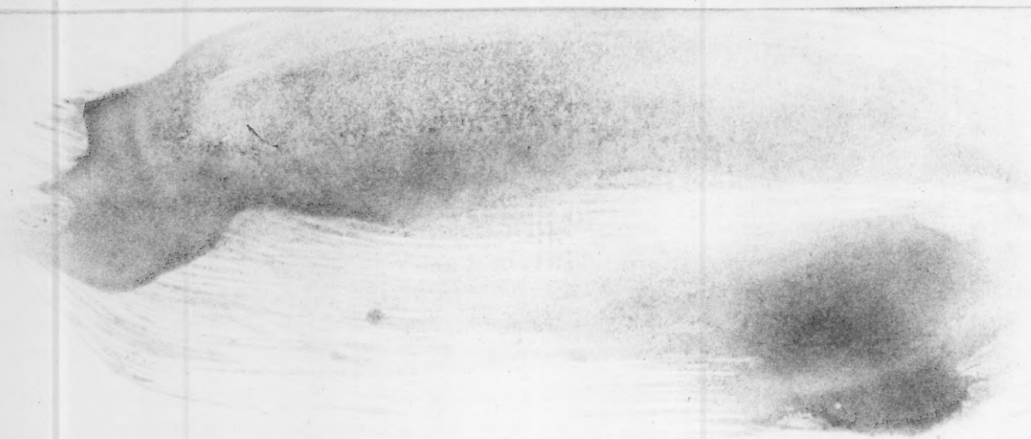
MURROW has no superstitions. But he has a deep belief that the salvation of man in general, and Ed Murrow in particular, is in going back to the soil and trees, and working with his hands. During the early days of the blitz in London he said, "The intellectual—the man who can write and talk—now counts for even less than he did a year ago. The man who can run a lathe, fly a plane or build a ship counts for more." And when the bombings were at the worst he reiterated, "The people who have something to do with their hands are all right. Action seems to drive out fear."

One reason the Pawling place means so much to Ed Murrow is that it gives him a chance to work with his hands, to get close to nature. It is a source of pride with him that his work hasn't turned him into a physical softie. Part of this harks back to his father. Roscoe Murrow was a terrifically strong man—"200 pounds and all beef"—who used to take pride in the fact that up to the time his sons were nineteen or twenty he could still throw them in a wrestling match in the kitchen—"while my mother," remembers Ed, "who never weighed more than ninety-eight pounds soaking wet, used to fly around in the background wringing her hands and telling us to stop."

Ed likes the challenge that country living presents. He is fond of telling about being up on top of Quaker Hill last year during a blizzard. "I got my car out to drive home, and it went in the ditch. Then I got my tractor to pull it out, and that went in the ditch. Afterwards I borrowed a jeep to pull them both out, and it landed in the ditch too. It was great!"

Larry LeSueur remembers a trip Ed talked him into taking three years ago. Ed's brother Lacey, a brigadier general in the Air Force, was making an inspection junket with a crew of reserve officers all around the coun-

(Continued on page 95)



THIRD and FOURTH of a 4-picture series: (Beginning the day with Edward R. Murrow)

Following his news conference, Ed Murrow scans the morning papers for himself at this high, slanted table in his New York office at CBS. Standing up, he's able to catch all the dailies in half the time it would take him sitting at a desk. He prepares his own newscasts from these papers, wire dispatches and his general knowledge of analysis.

Please credit: Globe Photos
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MIAMI, FLA.
NEWS

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MAY 2 1961

MURROW

TRUMAN

Ed Murrow Lauds HST Courage

Edward R. Morrow, director of the U. S. Information Agency, paid tribute yesterday on and off the cuff to former President Harry S. Truman.

Truman introduced Murrow to a joint session of the Missouri House and Senate in Jefferson City.

Murrow, speaking in observance of "Law Day, U. S. A.", said Truman "made the tough decisions without flinching or faltering — he conducted himself with a combination of grimness and gaiety — (and) made it easier for those who must face decisions of equal moment to stand steady in their shoes and do likewise."

Then Murrow departed from his written text to say:

"Mr. Truman, I shall report to my colleagues in Washington that your shoulders are as broad and square as they ever were."

ADDRESSES LEGISLATURE 5/2/61

Murrow Says Reds Seek to Destroy Law

By MARGARET SHEPPARD 5-2-61
From The Globe-Democrat Jefferson City Bureau

JEFFERSON CITY, MO.—The rules of law must not be "bent or blunted" under the pressure of the fight against Communism, Edward R. Murrow, director of the United States Information Agency, told the Missouri Legislature Monday.

Mr. Murrow delivered a Law Day speech to a joint session of the Missouri House and Senate which also was attended by former President Harry S. Truman, Governer Dalton and other state officials.

"No state in modern time has lost its freedom without its law first being destroyed or subverted," Mr. Murrow said. "Totalitarianism cannot tolerate diversity."

America must not weaken its rule of law, he contended, and he quoted Adolf Hitler: "The great strength of the totalitarian state is that it will force those who fear it to imitate i."

Hitler's statement "was an awesome prophecy and its fulfillment can be prevented only by a fanatical defense of the law," Mr. Murrow said.

Perpetual Crisis

"We live in a state of perpetual crisis. Freedom is hard-pressed on many fronts and it must be assumed that the pressure will increase. Freedom is, in fact, indivisible and the law is its armor. Our greatest strength in this continuing struggle is the worth we place in our rule of law."

Mr. Murrow declared that "Of the tyrannies that have strode through the political jungle that is our world, few have been as amplicable as Communists. Theirs is a dedication to change through chaos."

In this country, "change in the very fabric of our nationhood," he said—but "change under law, under which an individual is sacred to both himself and his land."

AMERICA'S HERITAGE

Emerging nations are looking to America's revolutionary heritage for inspiration and guidance in their formative years, he declared.

In a single small African post there was compiled in a few weeks' time, a longer waiting list for the Federalist papers than accumulated in one year in the New York public library," he said.

"To the preachment of our principles, we must add the pride of ourp ractice," he continued. "We cannot successfully extol the virtues of the American way of life abroad when we cannot provide and insure it for several million Americans living in this land."

However, he said, "Our conflict of conscience over segregation borders on being a national asset. I know of few other lands where youthful protest by silent sit-in could be successful.

QUESTIONS FOR COURTS

"As Alexis de Tocqueville remarged," 'Major issues of American life sooner or later appear as questions for the courts.' This again is that measure of difference between our land and the world that opposes us—the difference between a system of command and force, and a ssytem of conscience and law."

As he began his speech, Mr. Murrow paid tribute to former PPresident Truman.

"One reason for coming here today was the prospect of again basking in the sunshine of Mr. Truman's countenance," he said. "There is evidence that Mr. Truman's becomes increasingly an exclamation point in our history. The fact that he made the tough decisions without flinching or faltering—that he conducted himself with a combination of grimness and gaiety — has, I think, made it easier for those who now must face decisions of equal moment to stand steady in their shoes to do likewise."

Mr. Murrow, a former radio and television newsman, also paid tribute to Missouri's contributions to the field of communications.

"Back in 1921, The St. Louis Globe-Democrat put on the first broadcast of a very good fistfight between Dempsey and Carpentier," he recalled, and went on to list several other contributions to journalism made by Missourions.

"But perhaps the most appropriate title to be found in the state of Harry S. Truman is in Linn, Mo.," he said . "A newspaper that rejoices in the name of the Unterrified Democrat — suitable description, gentlemen—one to be inscribed on the portals of the Harry S. Truman Library in Independence."

POST-DISPATCH 5/2/61

'Testing Times Ahead,' Murrow Tells Missouri Legislature

JEFFERSON CITY, May 2 (UPI) — America is "fat in a world that is largely lean or hungry" and "there are testing times ahead," Edward R. Murrow, director of the United States Information Agency, told a joint session of the Missouri Legislature yesterday.

The former Columbia Broadcasting System executive was a guest of Missouri lawyers and the General Assembly in observance of Law Day. He was introduced by former President Harry S. Truman.

"No state in modern time has lost its freedom without its law first being destroyed or subverted," Murrow said.

"Freedom under the law can never be taken for granted. As we value our freedom, so must we value our law, for it is the law that protects us from the tyranny of the state and encroachment by our neighbors.

"Perpetual Crisis."

"We live in a state of perpetual crisis. Freedom is hard pressed on many fronts, and it must be assumed that the pressure will increase."

Murrow said Hitler "reduced the legal profession to virtual serfdom" and Italian Fascists "obliterated the rights of the individual by striking down the law . . .

"But of the tyrannies that have strode through the political jungle that is our world, few have been as implacable as the Communist. Theirs is a dedication to change through chaos."

America does not oppose change, Murrow said, but in the United States changes were brought about by laws "under which the individual is sacred unto both himself and his land.

"Change under communism is posited on the individual's total lack of sanctity and on his personal worth as imposing no limit on the state."

Murrow warned that "Soviet leadership may, for the time being, have sheathed its punishing sword. But the weapon is still there and those who may be tempted to engage in open dissent are aware that it will not be allowed to rust in the scabbard.

"Today is May Day. The pavement of Red square in Moscow will feel the bite of tank treads and the slap of marching feet. It will be a great celebration of the might and accomplishments of Communism, and it is mighty indeed.

'No Concept of Rights.'

"But among the accomplishments, history will record Hungary as well as Sputnik. It will record that while they thrust out a man into cellular orbit, they also forced back a nation into political orbit.

"And it is here that we draw the distinction between our life and theirs, for they have no concept of rights embodied in a rule of law that puts man above man's accomplishments."

He said, "We cannot impose our social or economic structure" on nations helped by America. "But we can and should tutor them in the ways of our law, persuade them that democracy's business is always unfinished business, and to the preachment of our principles, we must add the price of our practice.

"We cannot successfully extol the virtues of the American way of life abroad when we cannot provide and insure it for several million Americans living in this land.

"There have been times in our recent history when we have confused dissent with disloyalty. We have walked too openly with our fears and too little in the company of our faith."

Murrow paid tribute to Truman.

"The fact that he made the tough decisions without flinching or faltering — that he conducted himself with a combination of grimness and gaiety—has, I think, made it easier for those who must now face decisions of equal moment to stand steady in their shoes to do likewise," Murrow said.

He departed from his prepared text to say: "Mr. Truman, I shall report to my colleagues in Washington that your shoulders are as broad and square as they ever were."

NEW YORK WORLD-TELEGRAM AND SUN, TUESDAY, MAY 2, 1961

Murrow Praises Truman Courage

Associated Press.

JEFFERSON CITY, Mo., May 2.—Edward R. Murrow, director of the United States Information Afency, paid tribute yesterday to former President Harry S. Truman.

Mr. Truman introduced Mr. Murrow to a joint session of the Missouri House and Senate. Mr. Murrow, speaking in observance of "Law Day, U.S.A.," said Mr. Truman "made the tough decisions without flinching or faltering —he conducted himself with a combination of grimness and gaiety—(and) made it easier for those who must now face decisions of equal moment to stand steady in their shoes and do likewise."

Press
Mirrow & News
Los Angeles, Cal.
• Circulation 308,594 E.
• Circulation 288,239 S.

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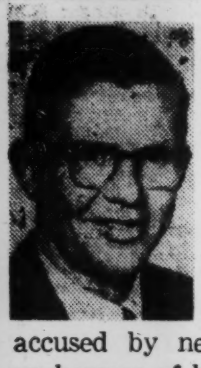


Hal Humphrey

MIRROR NEWS TV-RADIO EDITOR

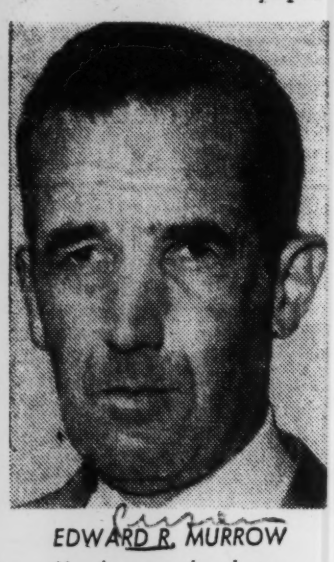
'GOOD NIGHT, AND GOOD LUCK' . . . FROM ED MURROW

Television critics and columnists during the past several months have been accused by network executives and other industry spokesmen of being unduly harsh with their TV baby.

We, and the newspapers employing us, have been told by these nabobs that we do not understand their problems, and go off half-cocked in our appraisals of their efforts.

NBC's Robert Sarnoff (he's president) went so far as to imply that newspapers did this because of the inroads TV and radio had made into newspapers' advertising revenues.

Last month the pillars of broadcasting were handed their hardest shaking yet. But this time the criticism did not come from newspaper writers. It came from an important member of their own family who once held a vice-president title.



EDWARD R. MURROW
He lowers the boom

His name is Ed Murrow, and on Oct. 15 he addressed the Association of Radio and Television News Directors' convention in Chicago. Undoubtedly, it was one of the most incisive and devastating critiques ever made of the broadcasting industry.

Because newspapers' TV critics have been accused of grinding an ax, we think it is important that the public be given the opportunity to hear from a man who has spent a good part of his working life in broadcasting.

The following is the word-for-word transcript of Murrow's speech. Space limitations make it necessary to break it up into three parts. The remaining two "chapters" will appear on this page Wednesday and Thursday:

THE TEXT OF ED MURROW'S SPEECH

This just might do nobody any good. At the end of this discourse a few people may accuse this reporter of fouling his own comfortable nest, and your organization may be accused of having given hospitality to heretical and even dangerous thoughts.

But the elaborate structure of networks, advertising agencies and sponsors will not be shaken or altered. It is my desire, if not my duty, to try to talk to you journeymen with some candor about what is happening to radio and television in this generous and capacious land.

I have no technical advice or counsel to offer those of you who labor in this vineyard that produces words and pictures. You will forgive me for not telling you that the instruments with which you work are miraculous; that your responsibility is unprecedented; or that your aspirations are frequently frustrated.

It is not necessary to remind you the fact that your voice is amplified to the degree where it reaches from one end of the country to the other does not confer upon you greater wisdom or understanding than you possessed when your voice reached only from one end of the bar to the other. All of these things you know.

Seized With Fear

You should also know at the outset that, in the manner of witnesses before Congressional committees, I appear here voluntarily—by invitation—that I am an employee of the Columbia Broadcasting System—that I am neither an officer nor a director of that corporation—and that these remarks are of a "do-it-yourself" nature. If what I have to say is responsible, then I alone am responsible for the saying of it. Seeking neither approbation from my employers, nor new sponsors, nor acclaim from the critics of radio and television, I cannot well be disappointed.

Believing that potentially the commercial system of broadcasting as practice in this country is the best and freest yet devised, I have decided to express my concern about what I believe to be happening to radio and television. These instruments have been good to me beyond my due. There exists in my mind no reasonable grounds for personal complaint. I have no feud, either with my employers, any sponsors, or with the professional critics of radio and television. But I am seized with an abiding fear regarding what these two instruments are doing to our society, our culture and our heritage.

TV Insulates Us

Our history will be what we make it. And if there are any historians about 50 or 100 years from now, and there should be preserved the kinescopes for one week of all three networks, they will there find recorded in black and white, or color, evidence of decadence, escapism and insulation from the realities of the world in which we live.

I invite your attention to the television schedules of all networks between the hours of 8 and 11 p.m. Eastern time. Here you will find only fleeting and spasmodic reference to the fact that this nation is in mortal danger. There are, it is true, occasional informative programs presented in that intellectual ghetto on Sunday afternoons. But during the daily peak viewing periods, television in the main insulates us from the realities of the world in which we live. If this state of affairs continues, we may alter an advertising slogan to read: "Look Now, Pay Later." For surely we shall pay for using this most powerful instrument of communication to insulate the citizenry from the hard and demanding realities which must be faced if we are to survive.

I mean the word—survive—literally. If there were to be a competition in indifference, or perhaps in insulation from reality, then Nero and his fiddle, Chamberlain and his umbrella, could not find a place on an early afternoon sustaining show.

If Hollywood were to run out of Indians, the program schedules would be mangled beyond all recognition. Then, some courageous soul with a small budget might be able to do a documentary telling what, in fact, we have done—and are still doing—to the Indians in this country. But that would be unpleasant. And we must at all costs shield the sensitive citizens from anything that is unpleasant.

I am entirely persuaded that the American public is more reasonable, restrained and more mature than most of our industry's program planners believe. Their fear of controversy is not warranted by the evidence. I have reason to know, as do many of you, that when the evidence on a controversial subject is fairly and calmly presented, the public recognizes it for what it is—an effort to illuminate rather than to agitate.

Public Is Ready

Several years ago, when we undertook to do a program on Egypt and Israel, well-meaning, experienced and intelligent friends shook their heads and said: "This you cannot do—you will be handed your head—it is an emotion-packed controversy, and there is no room for reason in it." We did the program. Zionists, anti-Zionists, the friends of the Middle East, Egyptian and Israeli officials said, with a faint note of surprise: "It was a fair account. The information was there. We have no complaints."

Our experience was similar with two half-hour programs dealing with cigarette smoking and lung cancer. Both the medical profession and the tobacco industry co-operated in a rather wary fashion. But in the end of the day they were both reasonably content.

The subject of radioactive fall-out and the banning of nuclear tests was and is highly controversial. But according to what little evidence there is viewers were prepared to listen to both sides with reason and restraint. This is not said to claim any special or unusual competence in the presentation of controversial subjects, but rather to indicate that timidity in these areas is not warranted—by the evidence.

No Confidence

Recently, network spokesmen have been disposed to complain that the professional critics of television have been "rather beastly." There have been hints that somehow competition for the advertising dollar has caused the critics of print to gang up on television and radio. This reporter has no desire to defend the critics. They have space in which to do that on their own behalf. But it remains a fact that the newspapers and magazines are the only instruments of mass communication which remain free from sustained and regular critical comment.

If the network spokesmen are so anguished about what appears in print, let them come forth and engage in a little sustained and regular comment regarding newspapers and magazines. It is an ancient and sad fact that most people in network television, and radio, have an exaggerated regard for what appears in print. And there have been cases where executives have refused to make even private comment on a program for which they were responsible, until they had read the reviews in print. This is hardly an exhibition of confidence.

Duck Responsibility

The oldest excuse of the networks for their timidity is their youth. Their spokesmen say: "We are young; we have not developed the traditions, nor acquired the experience of the older media." If they but knew it, they are building those traditions, creating those precedents every day. Each time they yield to a voice from Washington or any political pressure, each time they eliminate something that might offend some section of the community, they are creating their own body of precedent and tradition. They are, in fact, not content to be "half safe."

Nowhere is this better illustrated than by the fact that the chairman of the Federal Communications Commission publicly prods broadcasters to engage in their legal right to editorialize. Of course, to undertake an editorial policy, overt and clearly labeled, and obviously unsponsored, requires a station or a network to be responsible.

News for Sale

Most stations today probably do not have the manpower to assume this responsibility, but the manpower could be recruited. Editorials would not be profitable; if they had a cutting edge they might even offend. It is much easier, much less troublesome to use the money-making machine of television and radio merely as a conduit through which to channel anything that is not libelous, obscene or defamatory. In that way one has the illusion of power without responsibility.

So far as radio—that most satisfying and rewarding instrument — is concerned, the diagnosis of its difficulties is rather easy. And obviously I speak only of news and information. In order to progress it need only go backward to the time when singing commercials were not allowed on news reports, when there was no middle commercial in a 15-minute news report; when radio was rather proud, alert and fast.

I recently asked a network official: Why this great rash of 5-minute news reports (including three commercials) on week ends? He replied: "Because that seems to be the only thing we can sell."

In this kind of complex and confusing world, you can't tell very much about the WHY of the news in broadcasts where only three minutes is available for news. The only man who could do that was Elmer Davis, and his kind aren't about any more. If radio news is to be regarded as a commodity, only acceptable when salable, and only when packaged to fit the advertising appropriation of a sponsor, then I don't care what you call it—I say it isn't news.

My memory also goes back to the time when the fear of a slight reduction in business did not result in an immediate cutback in bodies in the News and Public Affairs Department, at a time when network profits had just reached an all-time high. We would all agree, I think, that whether on a station or a network, the stapling machine is a poor substitute for a newsroom typewriter.

Murrow Says Stanton Criticism Shows Ignorance of TV Method

Special to The New York Times.

LONDON, Oct. 24—Edward R. Murrow said today that Frank Stanton, president of the Columbia Broadcasting System, was ignorant of news-gathering and television production techniques.

Mr. Murrow was commenting on remarks made by Mr. Stanton that were published Tuesday to the effect that "canned" applause and laughter and other deceits common to television would be weeded out of C. B. S. television programs.

Referring to "Person to Person," the program made famous by Mr. Murrow, Mr. Stanton had cited it as an example of shows that endeavored to give the illusion that they were spontaneous when in fact they were rehearsed.

Mr. Stanton said that guests on "Person to Person" should be tested questions in advance or that audiences should be told the show was rehearsed.

In his reply to the C. B. S. president, Mr. Murrow said:

"Dr. Stanton has finally revealed his ignorance both of news and of requirements of TV production.

"He has discovered suddenly that not all diplomats at the United Nations will answer all of [C. B. S. commentator] Larry Le Sueur's questions. He suggests that 'Person to Person,' a program with which I was associated for six years, was not what it purported to be.

"Surely Stanton must know that cameras, lights and microphones do not just wander around a home. Producers must know who is going where and when and for how long. They must know whether the individual will require twenty seconds or two minutes to answer a question.

"The alternative to a degree of rehearsal would be chaos. I am sorry Dr. Stanton feels that I have participated in perpetrating a fraud upon the public. My conscience is clear. His seems to be bothering him."

Mr. Murrow, who is taking a year off to travel, is now in Britain. He appeared on television Thursday night in a talk, "Television and Politics," based on a lecture he gave last Monday at the London Guildhall.

The lecture was under the auspices of the Granada network and the British Association for The Advancement of Science.

The "Person to Person" series consisted of intimate visits by Mr. Murrow into the homes of

Continued on Page 15, Column 1

MURROW DEFENDS TV SHOW HONESTY

Continued From Page 1, Col. 5

various personalities. For this season he has been seen regularly on "Small World."

Network Replies

In New York, a C. B. S. spokesman issued the following statement yesterday concerning Mr. Murrow's remarks:

"As Dr. Stanton has attempted to make quite clear on several occasions, none of us at C. B. S. has the slightest objection to the way 'Person to Person' has been produced. Indeed, we have always been very proud of the program and those who have participated in it.

"We are simply insistent that the production practices of programs of this type be revealed—as they were by Charles Collingwood in last night's broadcast—so that the program as it appears on the air will be exactly what it seems to be."

On Friday night, Mr. Collingwood introduced "Person to Person" by saying that "advanced planning with our guests" is needed to determine "what we will show, what we will discuss and in what order" and also to pave the way for the equipment and personnel required to televise the program.

"But beyond that," he said, "we make no effort to control what they are going to say. Sometimes it isn't at all what I expected."

Last February, Mr. Murrow, the highest-paid commentator on the air, wrote Mr. Stanton saying he would take a year's leave of absence, starting July 1. Mr. Murrow, who is 51 years old, has been with the Columbia Broadcasting System continuously since 1935.

Mr. Murrow expressed a desire to refresh his perspective by spending a year in reading and traveling abroad, free from the multiple deadlines imposed by his duties with the network.

He noted that his contract provided a provision for a leave, but added that if a spot news story broke in an area where he happened to be he would lend a hand in covering it.

With his colleague, Fred W. Friendly, Mr. Murrow produced "See It Now," a television show that contained controversial documentaries. Among the programs were a study of the late Senator Joseph R. McCarthy, the problems of integration and civil rights and the perils of hydrogen fall-out.

Even though on leave, Mr. Murrow has continued his commentating activities at good pace. The "Small World" show by means of film and international telephone circuits links together in animated discussion various world-known figures.

Since the leave began Mr. Murrow startled associates by applying for a commission in the Naval Reserve. No decision on the application has been announced.

After serving as European news director of C. B. S. during the war, Mr. Murrow returned to this country. In 1945 he was elected a vice president and a member of the network's board of directors. But in two years he had wearied of the high executive life and decided to do reporting only.

Also in the city yesterday, an investigator for the Congressional Committee investigating rigged TV shows conferred with Joseph Stone, the assistant district attorney who has conducted the local inquiry into such shows.

It was learned that there were no plans to question Charles Van Doren again prior to his appearance in Washington next month before the committee. Mr. Van Doren, a big-money winner on "Twenty-one," was described as having been "very cooperative" with the committee in recent meetings with its staff.

from - Carroll Binder

Minneapolis Morning Tribune

THE VOICE OF MINNESOTA
LARGEST MORNING NEWSPAPER IN THE UPPER MIDWEST

JOHN COWLES, President; GARDNER COWLES, Chairman of the Board; JOHN THOMPSON, Vice President and Publisher; GIDEON SEYMOUR, Vice President and Executive Editor; JOYCE A. SWAN, LYLE K. ANDERSON, STANLEY HAWKS, HAROLD PERKINS, Vice Presidents; CARROLL BINDER, Editorial Editor.

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Cheese and Committees

THE OTHER DAY a representative of the Tribune took a wire recorder into the city council chambers to transcribe proceedings of the health and hospitals committee.

Its right to do so was challenged by Alderman Harold Kauth, chairman of the committee. Kauth seemed to sense something highly irregular in a device which would make an exact sound recording of such a public hearing. The right of a reporter to take notes was not challenged, but Kauth wanted to bar the wire recorder. Where a pencil-and-paper transcription was accepted as a matter of course, the machine was viewed with dark suspicion.

It was as if Kauth had said:

"The council chambers are public property. You may sketch them with crayon, if you like, or you may paint them with water colors. But don't use any of those high-faluting cameras."

In this situation, Alderman George E. Johnson made an eloquent defense of the wire recorder. It was a public meeting, he said. The health and hospitals committee had nothing to conceal. What possible objection could there be to allowing every word of it to be transcribed in sound? The committee sided with Johnson, 3 to 2.

The committee's decision was at sharp variance with one made the other day by the house un-American affairs committee in Washington. That group voted unanimously to bar from its open hearings all but pen or pencil reporters. If the record was not made on paper, it could not be made. There could be no wire recordings, no radio broadcasts, no television, no cameramen.

Edward R. Murrow, the radio commentator, is greatly incensed over this ruling. He makes the valid point that such a ruling discriminates against certain types of reporting. The man with a pencil is welcome. The man with a microphone, a camera, or a wire recorder is not. Yet each in his way is seeking to create an honest record of a public hearing. Why, then, bar all but one?

Of the intimate glimpse provided by radio and television, Murrow says:

"Many things, including cheese, canals and committees, are less attractive when viewed at close range. But that would seem to be no reason why the curious citizen should not have an opportunity to inspect them if he so desires."

The Tribune agrees. If any medium becomes a nuisance which seriously interferes with the proper conduct of a public hearing, it must be subjected to certain limiting rules, of course. But if no nuisance factor is involved, there is no more reason for barring one medium than another.

The closeup technique with regard to cheeses and canals we readily forego. But for government committees conducting the people's business, the rule of "pitiless publicity" is eminently sound.

Who Gets What

THE AVERAGE AMERICAN has some rather strange notions about the amount of money his neighbors earn and how much they pay in taxes.

Findings of a Gallup Poll which appear elsewhere on this page show that most of us underestimate the amount of income taxes paid by those who earn more than we do. And we overestimate the amount paid by those who earn less.

Gallup interviewers didn't ask about it, but we think similar misconceptions exist about the distribution of income in this country. Certainly the facts do not square with the easy assertions of some of our "soak the rich" orators.

For instance, there is the delusion about the proportion of national income going to wealthy persons. And the myth that interest and dividend payments go largely to persons in the upper income brackets.

Actually, the poor are getting richer and the rich poorer, as studies by Dr. Edward A. Keller of Notre Dame university show.

In 1917, the income group in the $25,000 and above bracket received 6.7 per cent of the national income, after taxes. By 1944 this group's share had dropped to 1.3 per cent.

Of the total payments in wages and salaries Dr. Keller finds that only 10.2 per cent goes to individuals receiving more than $5,000. After taxes, the figure is a mere 5.5 per cent.

And as for those receiving interest and dividend payments, they are to be found mostly in the below $5,000 a year bracket. Only 30.6 per cent of such payments go to persons earning $5,000 a year or more. After taxes, the proportion shrivels to 4.2 per cent.

That's Too Bad

SHERIFF ED RYAN'S decision not to run for mayor will be disappointing to a lot of Minneapolitans who have not come yet to any conclusion as to whom among potential candidates (including Ryan) they'd like to vote for.

The two principal jobs of the mayor under our form of charter (which there seems to be no immediate likelihood of changing) are to administer the police department and to make addresses of welcome. Ed Ryan would be excellent at both.

Nobody, including ex-Mayor Humphrey, deserves more credit than Ed Ryan for the cleaning up of Minneapolis in the last four years. As Humphrey's first chief of police it was Ryan who showed that the job could be done, and kept done. Because it was done, and has been kept done under Chief McLean, the entrenched interests of viciousness in Minneapolis are dying on the vine. They're still around, most of them, but they've been liquidating their Minneapolis interests and transferring their activities to greener pastures. Another two to four years would see most of them gone for good.

As long as there's any chance that the enforcement situation may change under a new mayor—either because he doesn't believe in as tight a town or because he hasn't the know-how to see that we get it—the grifters will keep a toe in the door.

One sure way of getting them to tell us goodbye for good would be to elect Ed Ryan mayor.

That's why news that he isn't going to run isn't good news to good citizens.

The MORNING TELEGRAPH

America's Authority on Motion Pictures, Theater and Turf

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Final ★★★

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Founded in 1833

Cousin Wins Hopeful Stakes; Re-Opening at Aqueduct Today

O'Reilly

The Sports World Is Plagued by All Sorts Of Money Troubles

by **Tom O'Reilly**

"They left the peaceful river,
"The cricket field, the quad,
"The shaven lawns of Oxford,
"To seek a bloody sod."

Those are quite touching sentiments as expressed by W. M. Letts. Is there anything more innocent than a playing field or a rowing course? Well, looking over the American scene at the moment I would say yes, there is. Because various phases of our athletic endeavor seem to be in a hell of a fix due, in many instances to the superiority of temperament over muscle. For instance, one of our ranking tennis players, Earl Cochell, of San Francisco inexplicably decided, in the middle of a national championship match, that the entire game was a bore and the crowd, which had paid cash to see him perform, was a nuisance. Whereupon he proceeded to ignore the triumphant strokes of his opponent and berated the audience.

A midget named Billy Barty is suing baseball for $250,000 because it ruled him off the diamond on account of his size. Logically, he points to the big goons playing basketball and demands equal rights. Promoter Jim Norris has ordered Randy Turpin, world's middleweight champ, not to ride horses or motorcycles lest he kill himself before trading socks with Ray Robinson. Admirers of Irish Bobby Graham consider Kid Gavilan's recent victory the greatest blow to United States prestige since the sinking of the Maine. And Sonja Henie, on hearing that slim, youthful Barbara Ann Scott has been hired by promoter Arthur M. Wirtz to replace her somewhat beefy performances in the Hollywood Ice Revue has rushed off to collect a new chorus and I trust, date up some reducing experts. Anything peaceful about all that?

▼

When you look closely at these incidents, it becomes apparent that money is the cause of most of the trouble. In athletics as everything else, money makes the mare go. The customers at Forest Hills were mighty mad at Cochell mainly because they had paid good dough to see a bang-up amateur contest. When Cochell, in a fit of pique, decided that the game wasn't worth the candle and proceeded to take a dry dive the customers felt cheated. If they hadn't paid to get in they probably would have just walked away in disgust and watched some other match. Cochell's actions were deplorable but they really shouldn't have bothered anyone but Cochell. He is an amateur, which means that he loves the game. Only he fell out of love at an inappropriate time.

Little Billy Barty was inserted

(Continued on Page 2, Col. 6)

Cochell Barred

USLTA Rules Net Star Out of Future Matches

(By United Press)

FOREST HILLS, N. Y., Sept. 1.—The U. S. Lawn Tennis Association announced today that Earl Cochell of Los Angeles has been barred from all future U. S. L. T. A. tournaments because of his apparent "efforts to make a travesty" of his fourth round match against Gardnar Mulloy of Miami in the U. S. championship.

Cochell was warned at the intermission of his match against Mulloy to conduct himself in a sportsmanlike manner or have his match forfeited.

"Cochell resented this and used profane and obscene language insulting to the referee," said the statement. "The executive committee considered Cochell's conduct on the court and his related actions to be unsportsmanlike and detrimental to the welfare of the game."

The ruling making Cochell ineligible for further participation in U. S. L. T. A. sanctioned tournaments was made by the executive committee, of which Mulloy is a member. Mulloy, however, did not take part in the action.

Cochell, the nation's seventh ranking player, said shortly after the Mulloy match he simply "got tired" and admitted he tossed off a few games in order to gain a rest.

'Oscar' Could Go to Walker

by **Virginia MacPherson**

(United Press Hollywood Correspondent)

HOLLYWOOD, Sept. 1.—Hollywood—the town Robert Walker hated—hinted today that he may be the first actor to win an "Oscar" after death.

Ironically, his name began to be mentioned as an Academy Award nominee for his final movie role while his parents were arranging his funeral.

Persons who have seen rough cuts of his acting opposite Helen Hayes in Paramount's "My Son, John," say the sensitive young star did a "magnificent job." They're betting his portrayal will be a cinch for an Academy nomination" after the movie's released.

Director Leo McCarey put it this way:

"Bob was a great actor . . and he did his greatest work in 'My Son, John.' Even he, modest as he was, fairly beamed when he saw it on the screen."

To Walker's friends this makes his sudden death Tuesday night doubly tragic. Bitterly unhappy most of his life, he worked extra hard to be a success on the screen.

And he died just as he was reaching the peak.

Acting he loved. Hollywood he hated . . . despite the fact it brought him world-wide fame and more money than he could ever use.

He could never bring himself to

(Continued on Page 2, Col. 8)

Wins Movie Pact

Nanette Fabray, Broadway musical comedy star, was signed to a long term contract by M-G-M over the weekend. Her first assignment will be a co-starring role with Fred Astaire in an Arthur Freed production.

'Voice' Denies Suicide Try

'Just Had a Bellyache,' Says Sinatra; Claims Ava Tiff Tale Is Untrue

(By United Press)

CRYSTAL BAY, Lake Tahoe, Nev., Sept. 1.—Crooner Frank Sinatra, stricken three days ago by an overdose of sleeping tablets, denies he attempted suicide after a spat with screen star Ava Gardner.

"I just had a bellyache," he explained, "suicide is the farthest thought from my mind."

Sinatra further denied a tiff with the beauteous Miss Gardner, and told newsmen of plans for more nightclubbing and boating with her next week to prove it.

"I did not try to commit suicide," Sinatra said last night after turning up at a resort lodge near here to learn of reports that he had taken sleeping pills after an argument with the screen star. "What will you guys think of next to write about me."

Ava at His Side

Ava Gardner, whom he plans to marry as soon as his wife divorces him, was at his side as he gave this account:

"Tuesday night, I, Miss Gardner, my manager, Henry Sanicola and Mrs. Sanicola, went to the Christmas Tree Restaurant on the lake for dinner. Ava was planning to return to Hollywood that night. We came back to the lake, and I didn't feel so good, so I took two sleeping pills.

"Miss Gardner left by auto for Reno and the plane trip to Hollywood.

"By now, it was early Wednesday morning. I guess I wasn't thinking because I am very allergic to sleeping pills and always have been. I had drunk two or three brandies, and I broke out in a rash.

"Hank called the doctor and he came right over. He gave me a glass of water with some salts in it. I guess he was trying to get those sleeping pills off my stomach."

"That's all there was to it, honest," he concluded.

11 Meet In 'Cap

Bryan G., Post Card Carry 120 In $20,000 Tilt

SARATOGA SPRINGS, N. Y., Sept. 1.—The thoroughbreds and their followers of high and low degree depart this racing shrine in the foothills of the Adirondacks this evening to open the third act of the New York racing drama of 1951 at Aqueduct on Monday. The Queens County Jockey Club will offer an 18-day meeting, starting with the Labor Day program featuring the $20,000 Aqueduct Handicap at a mile and a sixteenth, after which Belmont Park will offer its brilliant autumn meeting, climaxed by the Futurity on September 29.

The scene then shifts to Jamaica, where the Empire City Racing Association will operate through November 15. There is a remote possibility that the season may be extended to run through November 30, at the request of the Horsemen's Benevolent and Protective Association, but it is not considered likely that this change will occur this year.

The Aqueduct s the first of eight stakes to be presented on the flat at Long Island's oldest track, with such jumping fixtures as the Harbor Hill and Glendale Steeplechases also on the card. The high point of the meeting will be the $50,000 Beldame Handicap for fillies and mares at a mile and a furlong on September 22, closing day, for which A. G. Vanderbilt's Bed o' Roses is an early favorite.

Invaders in Field

Monday's feature has attracted a field of 11, headed by C. T. Chenery's Bryan G. with 120 pounds. The race gains an intersectional aspect with the presence in the entries of Gustave Luellwitz's Moonrush, winner of the Santa Anita Handicaps, and Clifford Mooer's Sir Butch and Mocopo, also invaders from the far west.

Moonrush won the Golden State Breeders Handicap at Hollywood Park in May, then appeared to lose a little of his edge and finished far back in the American Handicap, won by Citation. He has 118 pounds to carry tomorrow and will be ridden by Eddie Arcaro.

Mocopo and Sir Butch will carry 109 and 107, respectively. Both won overnight events during the Hollywood Park meeting, with Mocopo being apparently several pounds the better of the pair. Both riders have been named for the Mooer's duo.

The others in the Aqueduct are

(Continued on Page 4, Col. 6)

22 May Answer Bugle in $100,000 Wash'ton Park Handicap Today

by **J. J. Murphy**

WASHINGTON PARK, Homewood, Ill., Sept. 1.—One of the largest fields ever to go postward on a Chicago track will vie for the honors in one of the richest races ever staged anywhere when, if there are no withdrawals, 22 crack thoroughbreds will line up for the $100,000 Washington Park Handicap Monday.

In the large band are two triple couplings and four double entries, but the only racing stable to have its colors carried by three horses is Calumet, Ben and Jimmy Jones, trainers for the stable, have named Wistful, All Blue and the surprise entry, Bewitch. The latter, three days ago, was headed for retirement and this may be her last start. Wistful recently won the Beverly Handicap, in which Bewitch was fifth. All Blue has not started here.

Hal Prince Headley will start a pair in Jumbo and Lithe. Oil Capitol, Inseparable and Seward will be tied up in the wagering, as all are trained by Harry Trotsek. Oil Capitol is owned by Mrs. Allie Reuben and Mrs. Harry Trotsek, and the others by the Hasty House Farms of Mr. and Mrs. Allie Reuben. Royal Governor, the Stars and Stripes Handicap winner, owned by Mrs. E. duPont Weir, and County Delight, owned by Rokeby Stable, will go as an entry. Walmac Farm's Volcanic, winner of the Meadowland Handicap, will have Dr. Ole Nelson as stablemate. King Ranch's Curandero, the Equipoise Mile winner, and Sam Mason 2nd's To Market, are both trained by Buddy Hirsch.

Brandywine Stable Cochise, who won the Arlington Handicap, is the topweight in the big headliner with 125 pounds. County Delight, who was third in the Arlington, will carry two pounds less. Oil Capitol, who split Cochise and County Delight, will have 116. Volcanic drops 12 pounds from his Meadowland victory, being in with 116. Royal Governor also will have 116, Wistful 115, and the mares, Bewitch and Lithe, each 113. Curandero will tote 114 and To Market and All Blue, 112 each.

Jumbo is assigned 108 pounds, while inseparable, Seaward and Dr. Ole Nelson have 107 each.

Cochise, to be ridden by Ovie Scurlock, is a mild favorite in the big field, but may be as good as 4-1 when the odds are posted. The others are likely to find favor in the following order: Calumet entry, Hasty House-Reuben-Trotsek entry, Headley entry, Walmac-Saffire entry and King Ranch-Mason entry. Brookmeade Stable's War Ring could have a good many followers due to the presence of the western riding star, Willie Shoe-

(Continued on Page 4 Col. 3)

Tom Fool Is Second

Hannibal Third In Finale at Spa; Guerin on Victor

by **Bob Horwood**

(Staff Correspondent)

SARATOGA SPRINGS, N. Y., Sept 1.—Alfred G. Vanderbilt's Cousin turned the tables on Greentree Stable's Tom Fool in the 47th running of the Hopeful Stakes, storming past his unbeaten rival in the final furlong of the classic test to triumph by a length and a quarter. Bayard Sharp's Hannibal was only a neck farther back at the end of the six and a half furlongs, while Greentree's The Minor was a dozen lengths out of the money. Ogden Phipps' Thymus and Pete Issaris' Paramount Pete completed the field.

Second choice in the wagering to the Greentree pair, Cousing paid $4.40 and was timed in 1.19⅕ over a "good" track that had been liberally drenched by last night's rain.

The local patrons in the crowd of 18,887, more than 4,000 less than last year's Hopeful throng, provided surprising support for the Saratoga-owned Paramount Pete, who went off at approximately 20 to 1. The total attendance for the meeting was up some 5 per cent. despite a falling off through this final week.

Cousin, who was scoring his sixth victory in eight starts, added $51,700 to his earnings, giving him a total of $94,400. His previous stakes scores were in the Great American at Aqueduct, and the Flash and Saratoga Special here at the Spa.

Cousin delayed the start slightly by unseating Eric Guerin in the starting gate, but the mishap apparently only served to rouse him slightly.

Hannibal First Out

Hannibal was first out of the gate when George Cassidy pressed his button, closely followed by The Minor, Paramount Pete, Tom Fool, Thymus and Cousin. The Minor quickly dropped back to last place, while Thymus shot into a length lead in the first quarter. Paramount Pete was in second place on the rail, closely followed by Tom Fool and Hanibal, who was on the outside. Cousin was only a length behind and going smothly.

Nearing the far turn, Atkinson reached back and hit Tom Fool to maintain position, while Cousin moved into third place as Thymus and Paramount Pete dropped out of contention. Tom Fool took command just above the head of the stretch, but was unable to shake off Hannibal and the pair sped around the final curve as a team, with Cousin only a half length behind them.

As they straghtiened away for the long run to the wire, Cousin surged up on the outside, but without going as wide as in earlier races. Atkinson began to ply his whip in earnest at the three-sixteenth pole and the Menow colt tried to respond, while Guerin was hand-riding, with an occasional flick of the whip. The pair fought bitterly to the eighth pole, with Hannibal holding on gamely, only a half length away.

Cousin began to draw away from Tom Fool as they passed the furlong pole and appeared about to win off by himself, but Guerin was forced to continue to ride hard at the end as his rivals kept on stubbornly. Of those two, Tom Fool appeared the more tired at the end and Hannibal was coming on again at the finish.

Playground To Ed's Pride

Rodriguez Racer Head Victor Over Landseair In Atlantic City Sprint

ATLANTIC CITY RACETRACK, Mays Landing, N. J., Sept. 1.—Reaffirming his superiority over the local 2-year-olds, Edward P. Rodriguez's Ed's Pride this afternoon repeated his recent victory over High Ground Stable's Landseair as he accounted for the sixth running of the World's Playground Handicap. The two were separated by but a head in 1.10⅖, with Max Kahlbaum's Jambol three lengths farther back in third position.

The holiday weekend started with a turnout of 23,662, which was slightly less than that of the last two Saturdays. Despite Ed's Pride's recent victory over Landseair in the Inaugural Handicap, the last-named colt was made an even money favorite and the winner, ridden by Jack Skelly, paid $16.20. The $11,500 winner's share of today's purse brought the earnings of the victorious Errard colt to $26,057, as compared to his purchase price of $1,200 as a yearling.

Landseair, winner of Monmouth's Sapling Stakes, sprinted clear of his opposition early, as Jimmy Stout took the son of Baladier under steadying restraint. Ed's Pride assumed a forward position immediately and pressed the pace into the streach, where he moved from the outside to join the leader.

The two dominated the running throughout, with only Clarence Hartwick's recently purchased Honey-Kist, Mrs. Zelda Cohen's

(Continued on Page 4, Col. 2)

$25,000 Atlantic City Turf 'Cap Lures Dozen

by **Palmer Heagerty**

(Staff Correspondent)

ATLANTIC CITY RACETRACK, Mays Landing, N. J., Sept. 1.—The $25,000 added Atlantic City Turf Handicap, richest and most important stake event on the local agenda, features the Labor Day program as this 45-day summer meeting reaches its apex simultaneously with the conclusion of the vacation season at nearby seashore resorts. Designed for 3-year-olds and upwards, the holiday offering has attracted a dozen members of the division to match strides at a mile and three-sixteenths.

Highweight starter in the test will be Frank A (Downey) Bonsal's Pilaster under 117 pounds, represents a five-pound increase over the package he carried victoriously in the recent Absecon Island Handicap. William G. Helis, Jr.'s Ennobled and Brookmeade Stable's Picador, who finished in a dead-heat behind Pilaster in their recent engagement, are also in tomorrow's field and will carry 116 and 113 pounds, respectively. Another leading aspirant Monday is Cherry-Oca Stable's Cuore, who was shipped east following a sparkling second to Volcanic in Chicago's Meadowland Handicap. He carries 114 pounds.

Rounding out the field for the Atlantic City are Mrs. James Carson's Kinsman, 114, C. B. Bohn's Blue Hills and Hampton Stable's Alerted, 113 each, Trio Stable's Directoire, 112, Mrs. Al Roberts' Sedgeview, 109, John L. McKnight's Vamanos, 108, Woolford Farm's Saxony, 106, and Harvey W. Fincher's Dooly, with 105 pounds.

Pilaster, a son of Pilate, is noted for his route running ability, so the distance of the Atlantic City should be right up his alley. In winning the Absecon he charged from last position to triumph impressively in going-away fashion. As in that engagement, the Maryland-bred will be ridden by Nick Shuk.

Ennobled and Picador will be hard to separate, in that each picks up three pounds from his Absecon effort. Ennobled previously had won an overnight race, while Picador whipped Palatial Appetite and Dart By in the Ocean Cty 'Cap. Ennobled will again have the services of Jimmy Stout, while Ronnie Nash will substitute for the suspended Joe Culmone astride Picador.

The foreign-bred Cuore has frequently demonstrated his ability on the turf and as recently as a week ago in Chicago he forced Volcanic to equal his own track and American record in winning the Meadowland. He also had several good efforts on the grass in Florida during the past winter. Billie Fisk, who is serving a 10-day suspension, will be permitted to fulfill his engagement on Cuore.

Kinsman is a useful sort but

(Continued on Page 4, Col. 8)

News Round-Up

By UNITED PRESS

NATIONAL:

Report Japan Prospers

UNITED NATIONS, N. Y., Sept. 1.—A United Nations economic report revealed today that defeated Japan is prospering far better than its victor neighbors, but that serious trouble lies ahead.

Kefauver Makes Proposal

WASHINGTON, Sept. 1.—Sen. Estes Kefauver, D, Tenn., proposed today that Congress temporarily bow out of the crime investigating business and let local authorities take over.

Would Consider Changes

WASHINGTON, Sept. 1.—Sen. Homer E. Capehart said today he is not "stiff-necked" about his amendment in the price control law and is willing to consider any changes the Administration suggests.

Church Move Hailed

PORTLAND, Me., Sept. 1.—The first step toward merging the Universalist and Unitarian churches was hailed today as "monumental in the history of both churches."

FOREIGN:

Reject New Red 'Evidence'

TOKYO, Sept. 1.—United Nations investigators rejected today Communist evidence that a UN plane had bombed the Kaesong neutral zone before dawn and told the Reds one of their own aircraft may have made the attack.

Allied Drive Goes On

8TH ARMY HEADQUARTERS, Korea, Sept. 1.—More than 1,000 screaming Communists slammed into attacking United Nations forces in eastern Korea today but failed to blunt the Allied drive along a 30-mile front.

Reds Impose Heavy Taxes

BERLIN, Germany, Sept. 1.—Communist authorities imposed heavy taxes today on highway shipments between Berlin and West Germany. The move threatened to cut off West Berlin's food supply.

Holland Still in Power

WELLINGTON, New Zealand, Sept. 1.—Prime Minister Sidney Holland's Conservative government was returned to power today in a general parliamentary election that gave him an even larger majority than the 1949 vote which ended 14 years of Socialist rule.

Earthquake Hits Italy

ROME, Italy, Sept. 1.—An earthquake rocked dozens of towns over a 150-mile area of central Italy today and thousands of persons fled their homes in panic.

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Murrow Looks to Tomorrow on TV

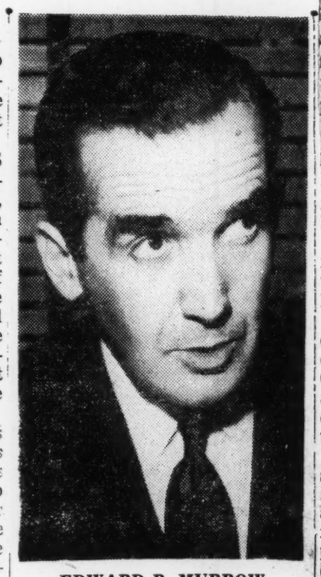
by **Leo Mishkin**

This runs counter to all the accepted rules, but there is one top name in radio broadcasting (besides Crosby) who looks on the idea of entering television without enthusiasm.

Edward R. Murrow, the CBS newscaster and commentator, internationally known for his calm, cool analyses of world events, a former vice president of the network itself, and one of the most distinguished figures in his line of work, thinks that so far as the news is concerned, radio will still beat TV three ways from the draw. Even though CBS has already announced plans to put Murrow into television some time during the coming season.

"There are a number of things wrong with TV newscasting," says Murrow, "and so far nobody has been able to figure out a way to correct them. The time lag, for instance, between the occurrence of an actual news event and the telecast of the pictures or newsreels covering it. In radio we can make a tape in Korea or Tokyo, send it by radio to the United States, and it's on the air in the space of a few hours afterwards.

"But to put this same news event on television requires pictures, and these pictures have to be flown across the Pacific Ocean. It isn't until several days later that you can actually televise a news story in the proper manner."



EDWARD R. MURROW

The tall, dark haired, organ-voiced commentator thinks that perhaps the answer to newscasting on television is the once-a-week program summing up the highlights of the news, rather than the day-to-day spot coverage TV is trying to give its audiences now. To this end, Murrow, just back from the first vacation he has had in five years, is currently experimenting with a television format for his widely acclaimed "Here It Now" series so successful on radio last year.

On TV, according to CBS, the program will be known as "See It Now." But even here, Murrow isn't too certain that the idea will be as successful as it was on radio.

"The truth of the matter is that in radio I feel I am the master of that microphone in front of me," Murrow says, "while in television I'm surrounded by all sorts of other props and equipment that I can't even pretend to understand. Cameras, lights, maps, settings—all these things are under the charge of other people working the same show.

"I feel that under such circumstances, television takes charge of me, rather than the other way around. It's not the most comfortable setting in which to expound on the great issues of the day."

But even more than this, Murrow feels that in television newscasting, there is a tendency to have the pictorial effect take precedence over the actual news itself. A TV news program is thus organized around what pictures are available for it, rather than on the importance of the actual issues taking place. "To put a point

(Continued on Page 2, Col. 1)

TODAY'S PAST MASTER:

RING LARDNER

Reprinted from The MORNING TELEGRAPH, January 9th, 1929

The Morning Telegraph supplements its star-studded array of contemporary columns with reprints of articles by writers who brightened the pages of this newspaper in years gone by.

▼

WITH THE EXCEPTION of Gene Tooney, breathes there a man with the soul so satisfied that he doesn't occasionally wish he had somebody else's job instead of his own, that he had chosen a trade, profession, art or business other than the one he is in? The bell captain at the Roosevelt would like to be an engineer on the Century. A subway guard would like to pull teeth. Judge Landis wishes he were Walter Hagen. Jim Barton envies Bobby Walthour. And many people have periods of depression because they are not in some other branch of their own calling. Jess Petty would change with Paul Waner. Bill Rogers yearns to be Mary Eaton. The parakeet longs for transmuation to a turkey. Me—well, hardly a night passes when I don't wake up squeaking with rage that I ain't a music critic.

RING'S SIDE by Ring Lardner

▼

IN MY TIME (and it's no trice) I have covered baseball, football, boxing, wrestling and most other sports, and have been a society and courthouse reporter and play reviewer (in South Bend, Ind.). I have learned that a society or courthouse reporter has to be accurate and careful or he will suddenly find himself on the exposed end of a libel suit. A play reviewer must not speak of Alfred Lunt as the husband of Winnie Lunihan or his desk will be inundated with ribald telegrams. A baseball expert takes his life in his hands if he says, "Cy Williams was up next and the Giant outfield moved over to the left." Everybody complains to the proprietor of a paper if a boxing scribe refers to an uppercut as a hook. When Niemic misses a place kick for a goal after touchdown, you'd better not call it a drop kick by Collins lest the postman bring you a thousand sour mash notes from people named Donahue. But my contemporaries, the Messrs.

(Continued on Page 3, Col 4)

Tomorrow's Past Master: John O'Connor

Racing Today

Eastern Daylight Time

Track	Number of Races	Post Time
Aqueduct	(8)	1.30
(Weather Clear; Track Fast)		
Atlantic City	(9)	2.00
(Weather Clear; Track Fast)		
Narragansett Park	(9)	2.00
(Weather Clear; Track Fast)		
Scarborough Downs		
Afternoon Program	(8)	1.30
Evening Program	(9)	8.00
(Weather Clear; Track Fast)		
Washington Park	(9)	2.30
(Weather Clear; Track Fast)		

Town in Review *by Whitney Bolton*

DENVER, Colo., Sept. 1.—Every time I pass some painted up barn with Gettysburg chairs in and see one-sheets around town advertising the Vhohus Players in "The Second Mrs. Tanqueray," I think across the miles to this lovely city and the only Summer Theater in America which has 60 consecutive years of distinguished operation behind it. For the barn is a grimcrack, but Elitch's is a jewel. It began in 1891 as a dream and has come to 1951 as a reality. In between, its boards have been trod by every glittering name from Sarah Bernhardt to that engaging young juvenile who later made a zillion bucks in the movies, Harold Lloyd.

In 60 years the flower and bud of American drama have played this venerable theater created by John and Mary Elitch on the 16 acres which was their little cottonwood-shaded farm on the edge of early Denver. Names already great have crossed the miles from New York, proud to have been asked to come for 10 weeks and walk the same stage where the Divine Sarah triumphed. Names utterly unknown have been given their first chance on these same board, and, inspired by the faith in them and their talents, have gone on to become today's brightest names in theater.

▼

IT NEVER WAS a training school, it never hustled the customers into rock-hard seats and it never asked favors from any one. It never indulged itself in that something-for-nothing racket called the apprentice system in which eager, amateur young torch bearers paid a summer fee for the privilege of working themselves silly hauling, painting, designing and sweating in the aura of Art. It is a professional, union theater using Equity's cream and any young people you see around in jeans either are promising youngsters getting paid to act or they are the First Names in show business, today's juveniles who already have scored. Heading each season's cast are principals of registered stock: the names that audiences know from London to Los Angeles.

▼

ONLY TWO OTHER summer theaters in America hold a candle to it: the theater in Westport, Conn., which is beginning to get a little age on itself, and the brilliant outfit in Skowhegan, Maine. Anything else, for my money, is upstart and transient, however sincere may be its aims. This one, the one I'm writing about, is Elitch Gardens, the theater every actor on Broadway thinks about come February and March, when Arnold Gurtler and his wife come to New York and begin casting for the summer season. The actors are like freshmen at a good university as Pledge Day nears: they hope privately to be sent for and engaged, they yearn to be tapped for Elitch's.

▼

WHAT KIND OF place was it in the beginning? I'm afraid it has never had a drab or struggling day. The audience, that first day 60 years ago, could count P. T. Barnum, Mr. and Mrs. Tom Thumb, May Irwin, Stuart Robson and that gay, charming, somewhat impudent young man from the Denver Republican: Eugene Field. When you start with people like that in the audience, you are certain to have something sumptuous on stage. And to keep it sumptuous. But poor John Elitch barely saw his dream get under way. He died in San Francisco less than a year later. Mrs. Elitch carried on the theater, in time dispensed with vaudeville bills and introduced a straight menu of plays. Gene O'Neill's famed father, James, was an early star, as was Lillian Dailey. George Edeson, to become the father of Robert Edeson, still a memorable and great star, put down a rule: members of the company each summer must be artists of wide experience and women members of the cast must dress and comport themselves as ladies. Is it interesting that in 60 years no actress playing Elitch's has done one single thing to tarnish that rule. Not one.

▼

IN TIME ELITCH'S went into the hands of the Mulvihill family and ultimately to the Gurtlers. The Gurtlers have put in a children's park, they have enlarged the acres of greenhouses, made the Gardens a haven for Denver citizens of whatever purse. You can go spend a dime for a target-shoot or the top money to sit in the orchestra and watch a New York play—by New York stars.

It is the oldest and most beautiful summer theater in America. But in spite of that, of the luster that has crusted upon it, in spite, indeed, of the fact that it is an American institution, many Americans seem unaware of it. Which is why I'm doing this piece now—with the season of 1951 ended. I want Americans to know about it without putting myself in the position of selling tickets for it.

Sight and Sound *by Leo Mishkin*

(Continued from Page 1)

on it," Murrow says, "it's not so much the horror of the atom bomb itself and what the bomb means to our future, but the fact that it makes a unique picture, with its mushroom cloud, that determines its use on a TV show. It's the picture, rather than the issues behind it, that assumes importance."

Then, too, Murrow feels there are any number of news stories breaking week in and week out that just do not lend themselves to the pictorialization that television requires. A budget message from the President to Congress, an international meeting to discuss world-wide problems, the reporting of election results on a nation-wide basis are all important news events. In television, as in other media, they are pictured only by showing the faces of the people taking part. This, to Murrow, is not good television either.

As another example, Murrow cites his famous "orchestrated hell" broadcast when he flew on a wartime bombing raid over Berlin "That was a show that could only be put on radio, not television," he says. "The raid took place at night, and you couldn't possibly get any pictures of what was going on. And in addition, the imagination of the audience, the minds of those listening in, supplied a good deal of the drama and excitement that I tried to describe. If you could put the pictures on the air, this liveliness of imagination would be utterly lost."

▼

ON MINOR POINTS concerning telecasting the news, the newscaster is also trying to work out some new ideas for possible use on "See It Now." He thinks, for instance, that the sight of Douglas Edwards or John Cameron Swayze or Allan Jackson or any of the other current telecasters, gazing straight into the camera as they rattle off their news items, can be improved upon a good deal. "When a newscaster is giving you a story, why shouldn't he look at the same thing you're looking at?" Murrow inquires, reasonably enough. "If there's a newsreel clip of Herbert Hoover making a speech, or a map of what fighting is taking place in Korea, it seems to me that the man telling you about it should be looking at that newsreel and that map just as intently as you are."

Again, the TV version of "See It Now" will also make a good deal more use of animated figures, animated cartoons, perhaps, than current news telecasts go in for. Both Murrow and Fred Friendly, who jointly produced "Here It Now" on the radio last season, expect to stage a number of "dry runs," closed circuit telecasts of the new show before they actually put it on the air. And even though CBS has already proclaimed that the show will come on during the coming year, it won't be until Murrow and Friendly are satisfied themselves that they've got something new to show, that it will actually be given to the public. Murrow himself feels the premiere of "See It Now" is still a long way off.

▼

CONCERNING RADIO newscasting, a practice with which the commentator is much more familiar and which he regards with a good deal more interest than TV, Murrow looks forward to an increased use of taped recordings on the air than many broadcasters have yet used. "The actual voices, the sound of the actual events taking place, that's what we're getting to these days," he says. "We started off by reading off the press association news bulletins—still a vital function of radio, by the way. Then we got into the documentaries, like the old 'March of Time.' But with 'Here It Now,' and with other programs in the future, I feel that more and more use will be made of tape. With the men who are making the news putting their own voices on the air as the news occurs." There were times during the "Here It Now" series when the Army, or the Navy, or some other branch of the armed forces would send Murrow and Friendly a tape recording of some service men in action, for use on the show. "Somehow," says Murrow, "we could always spot when the scene had been reconstructed, acted out again, either with professional actors or later on by the men themselves. What we were after, and what we tried to put on the air, were the recordings of things as they actually took place. It seems to me that this is the direction that future radio newscasts must take."

▼

DURING HIS WAR broadcasts, when his opening phrase, "This is—London," was heard by millions of radio listeners, Murrow came to be regarded as one of the most authoritative newscasters in the business. It is a position he regards with considerable humility. "I always think," he says, "that Oliver Cromwell gave radio newscasters the creed that we should all try to live up to. It was during the session of the Long Parliament in England, some 300 years ago. 'I beseech thee, in the name of Christ," Cromwell said, 'to consider the possibility you may be wrong'." There are all too few voices on the air these days who ever consider any such possibility.

Inside Hollywood *by Herb Stein*

HOLLYWOOD, Calif., Sept 1. — Bustlin' city editor Jim Richardson of the Los Angeles Examiner had a corkin' look see of himself in action when Harlan Ware, author of "Come Fill the Cup," ran it for Jim and some friends at Warners. Jimmy Cagney plays Richardson, who was once described as "the last of the terrible men." With newspaper people who know newspaper people best, Richardson's probably the best city editor around today . . . The knowboys are bristling with the sizzling rumor of a very top footballer who's supposed to have scored a series of touchdown punches on the mug of a prominent film exec for flirting around with his wife. A whopper! . . . Promised not to tip our mitt on the "how" of it, but producer-writer-director Barney Glazer, Nat Finston, Sir Cedric Hardwicke and Leo Morrison have a TV series gimmick with a flow of stars that'll be one of the finest forward strides since video began blurring your optics . . . Foregoing has nothing to do with Morrison's quitting the agency business here to produce films in New York for the Air Forces . . Charlie Feldman is getting up a "quartet-type" picture, first of which has already been scribbled by Preston Sturges . . . One of the real close friends Bob Walker had in Hollywood was Dore Schary, who knew the kid from his early days here, helped him with many of his problems, encouraged him to go to the Menninger Clinic, stuck with him consistently through his seeming rehabilitation. The town still can't shake the shock of Bob's untimely passing.

▼

NICK THE GREEK is here for a few days from Las Vegas. Did you know that although Nick moved to the Nevada spot about two years back, he's always maintained his suite at the Beverly-Wilshire for his visits here? . . . Former 20th star Kent Taylor has been going great guns in films for television, where they shoot fast, rarely have a retake. Taylor visited a feature picture set yesterday, heard the director snap, "Lights! Camera! Action!" Yiped Kent, "Heck, by the time a TV director said that, we'd have shot three pages! . . . Price of popularity: if you're wondering why Bob Cobb's daughter, Mrs. Christy Walsh, Jr., can hardly lift her hand to shake yours, it's because the new bride's personally writing thank-you notes for a mere 520 wedding gifts . . The Joan Crawford-Walter Huston version of "Rain" that was made years ago was telecast locally the other night. A dud when it was made, video didn't help it a bit. A friend mentioned seeing it to Lewis Milestone, who'd like to forget he ever directed it. Moaned Milestone, "I only wish I had the money to buy the darned thing!

▼

THE KING BROTHERS, who had a lot to do with Eddie Dmytryk coming clean for the House Un-American Activities Committee on the Commie mess, have him signed to meg 10 pictures. He'll also direct Stanley Kramer's "The Sniper" . . . Casualty list on TV is something fierce. Entertainers are running outta material almost as fast as the light that brings you the stuff . . . Frank Nugent profiles Joel McCrea in the upcoming Collier's. Nugent, once movie critic for the New York Times and a darned capable writer, rapped 20th pictures so hard that they invited him to come out here as a screen writer but gave him very few assignments. He's been freelancing with much success in the slicks . . . Attention she-wolves: two of the town's most eligible bachelors, 20th producer Stan Rubin and M-G-M director Gerald Mayer, have just moved into new diggins—Bob Neal's old house . . . Talk is that Howard Hughes may duck that ballet picture completely despite the purchase-price and pre-production bundle he's dumped into it . . . The Sam Goldwyn's extended their Honolulu stay and return here Thursday via water instead of air.

▼

BIG SLUMP IN studio baseball this year, particularly with fellows in the 40-45 group who've been trying to prove they're still college athletes. The all too frequent Hollywood heart attack stories have slowed all sports, taken the zip outta those do-or-die tennis tries and pushed most of the boys into golf, ping-pong and softer activities.

Arriving Wednesday on State Screen

Spencer Tracy appears in M-G-M's "The People Against O'Hara," which opens Wednesday at Loew's State. Tracy is seen as a criminal lawyer attempting to make a comeback. Co-starred in the film are Pat O'Brien, Diana Lynn, John Hodiak and Eduardo Cianelli. The picture is adapted from a novel by Eleazar Lipsky.

The London Theater *by W. Macqueen Pope*

LONDON, (Reuter).—A fire at the private Arts Theater has so damaged the stage there that the management was temporarily unable to produce the second of the three plays that are competing for the £500 prize. They had the play but no theater in which to perform it, and funds would not permit the renting of a full-fledged commercial playhouse. So we had to wait, and meanwhile hope that the second play would be better than the first.

The season of Gilbert and Sullivan opera has come to an end at the Savoy, the traditional home of these light classics. The season has been successful but the end a trifle sad. For Martyn Green, so long the chief comedian and a really polished artist, has now bade farewell to Gilbert and Sullivan. There have been some dissensions, too, and resignations among principals and chorus.

Never before has there been such a breaking up in the long history of these operas. Some of the Savoy chorus will have jobs in "South Pacific" when it comes to Drury Lane, and others will soon be absorbed because good chorus singers are rather scarce.

The internal politics which led to this state of things is no concern of the outside public, but it may be to the good of the people who are leaving. For the Gilbert and Sulivan stylized technique is very apt to type a player and singer, and in that way does no good at all.

▼

The production of a play by Sudermann, the German dramatist, at the New Lindsey, clashed with a big first night and escaped proper notice. But those who saw it praised it highly. Now it has come to the larger Embassy Theater, at Hampstead, and more people may have the chance to see it, but the old-time heaviness of the Teuton is over it all, and a lot of the play is frankly incredible.

It is called "Fires of Midsummer Eve." Now and again those fires blaze up and burn brightly, despite his unconventional viewpoint, Sudermann was a dramatist of considerable power, yet though his work contains plenty of passion and soul-tearing emotion, at times it is just plain tedious.

The current production is saved by the performance of Yvonne Mitchell, a young actress who has received favourable mention before. She tackles her part of a girl madly in love with the man who is married to her stepsister with strength and fearless attack. Quite a remarkable performance. But this play is not for the hard commercial theater, and even elsewhere Sudermann has never been a paying proposition. However, one is glad to have seen it—and to have seen Miss Mitchell in it.

▼

There was a play at the little Watergate Theater which peered into the future in the way beloved by J. B. Priestley, who recently invited us to look at an England as it might be after an atomic war had devasted it. Priestley's play was full of young people clasping culture to their soul, whose simple lives were devoted to folk dancing and poetry. He missed an important point—which J. M. Barrie made in "The Admirable Crichton"—that in any form of society someone usually arises to take the lead and dominate.

In this play at the Watergate the author, Norman Nicholson, did not make that mistake. In "Prophesy to the Wind" he shows us England beaten and enslaved by a conqueror. A better title might have been "Britons Are Slaves." But a man arises who is apparently a throwback to the industrial age, for he remembers its secrets. He makes a dynamo, and starts to work it, and there are ructions until he is slain. But he leaves an unborn child to carry on. So we got nowhere at the finish after all.

The play is in verse, and Nicholson has not the necessary technique for the stage. He may do much better next time, for he was able to arouse the audience's interest on occasion, even if he was incapable of holding it continuously.

The only other novelty is at the New Lindsey. This is entitled "The Polygamist," by Paul Lincoln. It is labelled a farce, but the reason for that description is obscure. There is a tradition that farce should be funny, wildly funny, but this is nothing of the kind. Farce also needs characters in whom one can take an interest, and, while laughing at their antics, like them all the same.

This Funny World

"If John Doe earned $10 a day and his expenses amounted to $12.50 a day—how much . . .' Hmm, this sounds more like a question for your mother."

Tom O'Reilly

(Continued from Page 1)

into the big league baseball game by promoter Bill Veeck of the St. Louis Browns, as a stunt to attract paying customers. Diamond officials immediately took steps to see that such a travesty on the sport should not be repeated. They barred midgets when in all truth the person they should have barred was Veeck, if that was the way they felt about the matter. The midget didn't violate any code. It was Veeck who invited him to play. Of course, if Veeck's team had a chance of winning the pennant he never would have allowed the midget on the playing field. Customers always pay to see a championship contender. But the Brown's as everybody knows, are going no where. So Veeck can hardly be blamed if he decides to make money in other ways than playing baseball. Customers who object are silly. All they need do is stay away. And league officials shouldn't go around picking on midgets. Veeck isn't too big for them—or is he?

▼

The order forbidding Randy Turpin from riding horses or motorcycles smacks of cute publicity on the part of the International Boxing Club's ingenious Murray Goodman. It has been used time and again before championship bouts and Murray knows a good gag when he sees it. There might just be a bare possibility that Turpin never in his life had any particular yen for motorcycling or horsebacking. Indeed, he is faced by a much greater danger in Manhattan just walking the streets. Traffic runs to the right over here, Andy anyone who has ever visited London and been confused at the switch in traffic rules over there will realize that Randy must be taking his life in his hands every time he steps off the curb.

Since Kid Gavilan was the betting favorite in that Garden fight I suppose most of the people in the Garden were glad to see him win despite all the boos from the galleries. Nevertheless, if these babies ever fight again, I imagine the odds will be six-to-five and take your pick. Because this pair has had so many rounds against each other that neither one can be fooled too much. In fact, I doubt that they are fighters any more. They have advanced to the stage of becoming permanent sparring partners.

▼

The forthcoming commercial battle between Sonja Henie and Barbara Ann Scott should be mighty interesting. Miss Scott is much the better of the two on the ice as La Henie has been over the hill for quite some time. But the blonde veteran is a wicked lady in the marts of trade and knows every trick in the business. She didn't become the greatest money-winner in the history of sport from the days of the original Olympic Games to the present just by ignoring the cash register. (There is a bet you can win any time some wise guy starts quoting the sums earned by Gene Tunney, Jack Dempsey, Ty Cobb, Babe Ruth, et al). I'll be surprised if this one doesn't end up with lawyers taking the field. Peace—it's wonderful!

LEGITIMATE THEATERS

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MARTHA WRIGHT
In The Pulitzer Prize Musical Play
SOUTH PACIFIC
Air-Cond. MAJESTIC Thea. 44 St. W. of B'y
Evgs. 8:30 Sharp. Mats. Wed. & Sat. 2:30 Sharp

GERTRUDE LAWRENCE in
A New Musical Play
THE KING AND I
Music by Richard Rodgers
Book and Lyrics by Oscar Hammerstein 2nd
ST. JAMES. W. 44 St., Evgs. 8:25. Mats. Wed. & Sat.

"Cheers for a fine revue — something to be treasured."—Watts, Post
BERT LAHR-DOLORES GRAY
IN THE HILARIOUS NEW MUSICAL
TWO ON THE AISLE
with COLETTE MARCHAND
Air-Cond. MARK HELLINGER Thea. B'y & 51 St.
Evgs. 8:30. Matinees WED. and SAT. 2:30

Broadway Briefs *by Rube Dorin*

For those who are disinclined to join the fleeing hordes for the Labor Day Weekend, there can be a few compensating diversions in town, not the least pleasant of which is going to a matinee. Four legitimate attractions have elected to give afternoon performances today and they are all of hit caliber. There are two musicals: "A Tree Grows in Brooklyn," the hilarious and touching adaptation of the Betty Smith novel with Shirley Booth surpassing herself and Johnny Johnston happily co-starred; and "Seventeen," the tender and winning version of the Booth Tarkington tale. Two plays are listed: "The Moon Is Blue," F. Hugh Herbert's expertly turned comedy with excellent performances by Barbara Bel Geddes, Donald Cook and Barry Nelson; and "Stalag 17," a comedy with an occasional serious undercurrent which is rewarding on both counts and is played by a cast which seems to be hand-picked.

▼

The New York City Ballet Company will launch its eighth season at the City Center tomorrow evening, with a program consisting of "Serenade," "The Cage," "Pas de Trois" and "La Valse." The major new production for this three week engagement will be given its premiere performance on Thursday evening when Todd Bolender's "The Miraculous Mandarin," set to the music of the late Hungarian composer, Bela Bertok, is danced by Melissa Hayden and Hugh Laing. The costumes and scenery are by Alvin Colt.

▼

Bringing an authentic touch of the west to the cast of "Out West of Eighth," Margaret Hill and Charles Windell have been engaged for the Kenyon Nicholson comedy which Marc Connolly is directing for a September 20 opening at the Barrymore Theater. Miss Hill is a native of Oklahoma where she owns half of a several thousand acre ranch. She came east to act and has played on Broadway in "Hand in Glove" and at the Newport Summer Theater last season opposite Basil Rathbone in the title role of "The Heiress". Windell hails from Lomet, Texas and specialized in drama courses at the University of Denver. This will be his debut performance on Broadway.

▼

Mae West's five leading men, for her appearance in "Diamond Lil" which opens at the Broadway Theater Friday, September 14, include Dan Mathews, Charles Martin, James Courtney, Walter Petrie and Gerald Price. Seats for the George Brandt presentation go on sale at the Broadway September 10.

▼

"Glad Tidings," the romantic comedy by Edward Mabley which will star Melvyn Douglas and Signe Hasso, will go into rehearsal September 10 under Douglas' direction. The Harold Bromley production will open in Detroit September 24 and at the Lyceum Theater October 10.

▼

"Season in the Sun," Wolcott Gibb's comedy hit, begins a week's engagement at the Jamaica Theater tomorrow. It will be the last Brandt production for this season. It is expected that the Jamaica will become a permanent part of Brandt's summer operation.

▼

Kay Francis will open a week's engagement tonight in a new comedy "Mirror, Mirror," at the Bucks County Playhouse at New Hope, Pa. The comedy concerns a once glamorous theatrical star who suddenly finds herself in competition with her attractive daughter. It was written by George Oppenheimer, and is based on a novel by G. B. Stern, called "Back Seat". Miss Francis has been touring the theaters as star of the play which she plans to bring to Broadway in the fall. Joel Ashley is featured in the leading male role.

'Oscar' Could Go to Walker

(Continued from Page 1)

love the town and he wasn't backward about saying so. His bitter criticisms of the way younger players were treated grated on a lot of people.

Walker could never reconcile himself to life in movieland. And finally he went to the big brass at M-G-M and told them he wanted out of his $100,000-a-year contract.

They balked, but Walker went back to Utah, briefly. But even among the people he grew up with he couldn't find happiness.

Marriages Flopped

His two marriages—to Jennifer Jones and Barbara Ford—flopped in the divorce courts. He was "unloved and unwanted," he said, and had been all his life.

When physical escape failed, Walker turned to drink. And that's when he hit bottom—emotionally. That's when the "bad boy of Hollywood" walked out again.

On his own, he turned for help to the psychiatrists at the Menninger Clinic in Kansas.

And he got it . . . for a while.

"When Bob got back he seemed to be happier than he'd ever been in his life," one of his friends said. "He'd finally doused that torch he was carrying for Jennifer. He'd been spending a lot of time with his two sons and they idolized him.

"But lately . . . I dunno. In the past few weeks he acted kind of mixed up again.

"I think he'd be glad to know he's not being buried in Hollywood."

AMUSEMENTS

MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS COOL GEORGE STEVENS' A PLACE IN THE SUN Capitol B'way & 51st

HOWARD HUGHES presents ROBERT MITCHUM JANE RUSSELL HIS KIND OF WOMAN! in person! JAN MURRAY TONI ARDEN RAY MALONE ELLIOT LAWRENCE PARAMOUNT

RADIO CITY MUSIC HALL
Rockefeller Center
"SHOW BOAT"
starring
KATHRYN GRAYSON · AVA GARDNER
HOWARD KEEL
Color by TECHNICOLOR
An M-G-M Picture
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NEA NEWS

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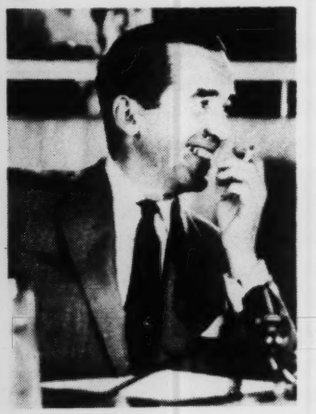
VOLUME 10, NUMBER 14

NATIONAL EDUCATION ASSOCIATION, 1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Press Clip

NEA and CBS To Plan TV Project

THE NATIONAL EDUCATION ASSOCIATION and the Columbia Broadcasting System have launched a new service for teachers, based on the television documentary program, *See It Now*, produced by Edward R. Murrow and Fred W. Friendly.



Mr. Murrow

The new service consists of a series of Classroom Discussion Guides keyed to future *See It Now* programs. Details of the cooperative project were completed with Mr. Murrow in New York last Monday and announced in Washington today by William G. Carr, NEA executive secretary.

First guide in the series to be published by NEA in cooperation with CBS will be based on the 90-minute show "The Secret Life of Danny Kaye" which Mr. Murrow will air at 5 PM (EST) Sunday, December 2. It will star the famed entertainer in his most unusual role: Ambassador-at-large for the United Nations Children's Fund, popularly known as UNICEF. Mr. Kaye travelled 50,000 miles with *See It Now* camera crews, visiting UNICEF programs in England, France, Switzerland, Italy, Greece, Yugoslavia, Israel, Turkey, Spain, Morocco, and Nigeria.

Press run on the first guide has been set at 50,000 copies. Single copies may be obtained free by school administrators, principals, department heads, or teachers. Requests should be addressed to the National Education Association, Box 1857, Washington, D. C.

Commenting on the new service, Dr. Carr said: "Television, as used by Edward R. Murrow and the *See It Now* staff, is an effective educational instrument. That is why the National Education Association is proud to join forces with the Columbia Broadcasting System to encourage classroom teachers everywhere to make fuller use of this distinguished documentary series in their everyday task of interpreting to students the issues and facts of today's world."

See It Now, which is presented once each month, drew an audience of more than 15 million persons for each of its productions last season. It is a Peabody Award winner and is known as the most distinguished documentary program on television. Last summer at the NEA convention in Portland, Oregon, it received the School Bell award from seven national organizations for "distinguished service in the interpretation of education."

Danny Kaye at a Polio Clinic in Italy . . . .

Following a visit to the *See It Now* studios in New York, Frank W. Hubbard, NEA assistant executive secretary for information services, said:

"Mr. Murrow and his camera crews consistently dig beneath the surface in their reporting. They take us behind scare headlines to the heart of the matter—whether they are reporting a school bond election in Colorado, a tour by Danny Kaye to bring laughter to afflicted children in all parts of the globe, or a soldier's Christmas in Korea.

"In this way, *See It Now* prods us all to think a little harder, to understand a little more clearly, to make up our minds a little more objectively on matters which touch our lives and affect our futures. These, after all, are the aims of teachers, too."

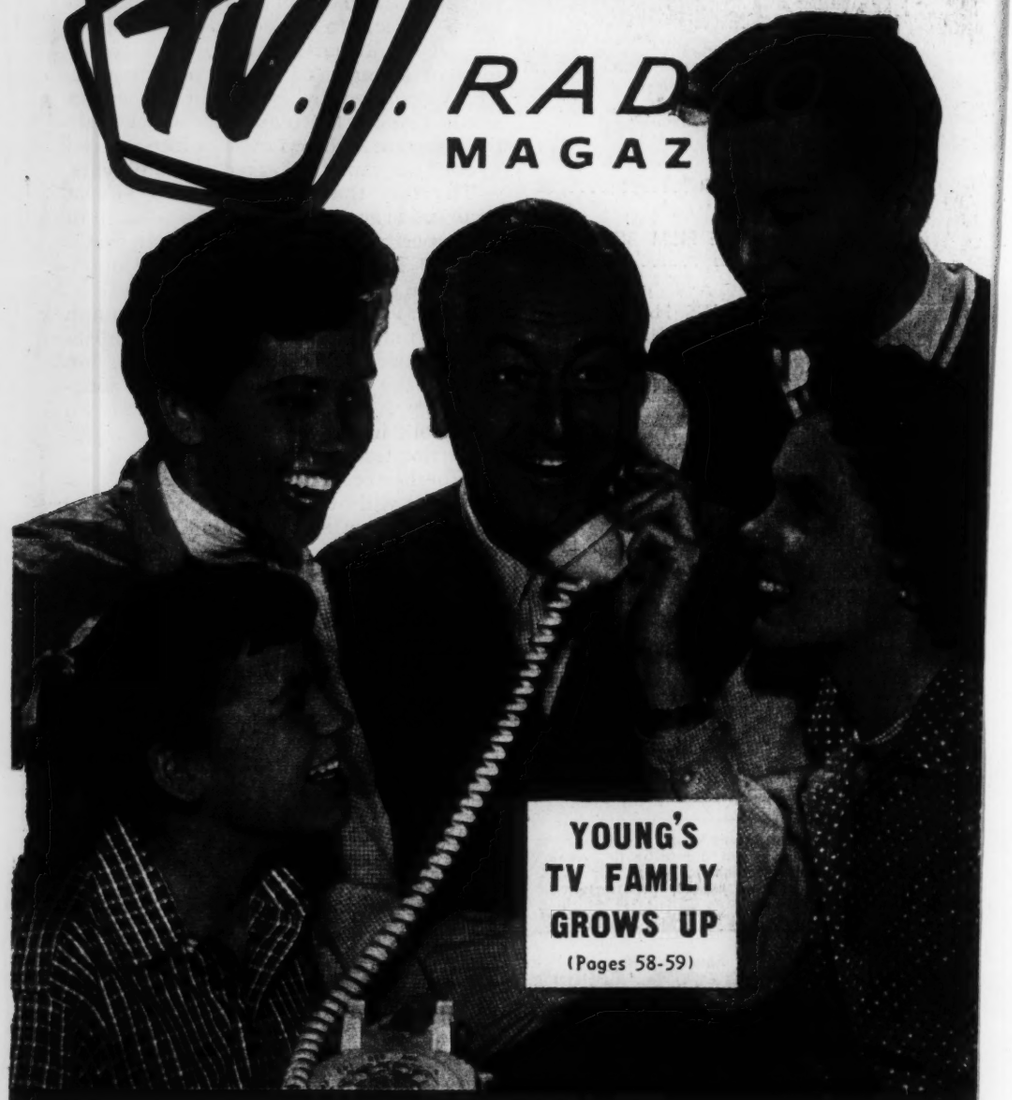
For free copies of the NEA teaching guide to go with the December 2 CBS telecast of **See It Now**, write to:

National Education Association
Box 1857
Washington, D. C.

SECTION 9

NEW YORK Herald Tribune

TV RADIO MAGAZINE



YOUNG'S TV FAMILY GROWS UP

(Pages 58-59)

PROGRAMS-PEOPLE-WEEK OF OCT. 19-25

THE WEEK'S HIGHLIGHTS in FM MUSIC

Sunday, October 19

3:05 p.m. WQXR-FM—SUNDAY SYMPHONY
Variations on the St. Anthony Chorale...Brahms
Water Music (stereophonic) .....Handel
Symphony No. 6 in B minor (stereophonic) .....Tchaikovsky
8 p.m. WRFM-FM—EVENING AT THE OPERA
Le Nozze Di Figaro .....Mozart

Monday, October 20

7 p.m. WNYC-FM—MASTERWORK HOUR
Violin Concerto in C .....Kabalevsky
Alpine Symphony .....R. Strauss

Tuesday, October 21

8 p.m. WRFM-FM—MUSIC OF THE MASTERS
Concerto in D major for Violin and Orch. .....Beethoven
Impromptus .....Schubert
11:07 p.m. WQXR-FM—SYMPHONIC HIGHLIGHTS
Symphony in C .....Bizet
Concertino for Piano and Orch. .....Piston
Apparitions, Ballet: Excerpts .....Liszt-Jacob

Wednesday, October 22

10:05 p.m. WFUV-FM—CONCERT
Symphony No. 18 in F .....Mozart
Violin Concerto in D minor .....Sibelius
Old Norwegian Romance .....Grieg

Thursday, October 23

7 p.m. WNYC-FM—MASTERWORK HOUR: DAVID SHUMAN, TROMBONE
Symphony No. 1 .....Schumann
Concerto for Trombone and Orch. .....Serly
Petroushka .....Stravinsky

Friday, October 24

10:00 p.m. WRFM-FM—CLASSICS BY REQUEST
Roman Carnival Overture .....Berlioz
Symphony No. 8 in B minor .....Schubert
Nutcracker Suite .....Tchaikovsky

Saturday, October 25

8:30 p.m. WCBS-FM—NEW YORK PHILHARMONIC, LEONARD BERNSTEIN, CONDUCTOR, EUGENE ISTOMIN, PIANIST
Suite in E for Strings .....Foote
Piano Concerto in A minor .....Schumann
Images No. 3 for Orch. .....Debussy
8:30 p.m. WQXR-FM—BOSTON SYMPHONY
Schelomo .....Bloch
Symphony No. 5 in B .....Prokofiev

FM RADIO STATIONS

WKCR 89.9	WFUV 90.7	WNTA 94.7
WHOM 92.3	WPAT 93.1	WRFM 105.1
WEVD 97.9	WHLI 98.3	WBAI 99.5
WNEW 102.7	WNCN 104.3	WNYE 91.5

BAKAL ON RADIO

"THE Hidden Revolution," one of radio's more important programs of the year, premieres its six-part series on Wednesday, Oct. 22. Narrated by Edward R. Murrow, with its aim the exploration of social, political and human problems caused by the rapidly increasing pace of scientific and technological advances, it should be a must for all listeners. . . . Jerry Marshall will spotlight "The Immortal Al Jolson" album as a feature of his WMGM program, October 23. It's in memory of the eighth anniversary of his passing . . . You can get the Philadelphia reviews of Broadway-bound plays on WQXR's "Music From Studio X" once again this season . . . CBS has a comedy program in the works called "Fun Forum" with Phil Foster, Joey Bishop, Harvey Stone and Morey Amsterdam. It's tabbed to follow "Sez Who!" . . . Joe O'Brien, WMCA's fine disk jockey, is the owner of the off-Broadway Cricket Theater.

The noisiest feature on NBC's "Monitor" in months was a visit to a Copenhagen shop where anyone can break as much crockery as they like for a small charge . . . Don MacNeill's ABC "Breakfast Club" will conduct on-the-air auditions starting October 21 to find a replacement for expectant mother Carol Richards . . . It's another girl, the fourth, for Jack Sterling, which puts the likeable early bird on a par with Pat Boone and just one behind Eddie Cantor. *Sid Bakal.*

EWS
May 7

ING
MOORE SHOW. Inventor on hand with a few beauts, e catcher, grapefruit cap and window device for drivers who s out the window too much.
. By popular demand another tour dquarters.
(5) TUNE IN ANYTIME THEATRE. nger," with Dick Powell and Rhonda ng (1951). After his release from prison, man tries to clear his name. Good, tough olodrama.

AFTERNOON

(7) AFTERNOON FILM FESTIVAL. "Hamlet" arring Sir Laurence Olivier (1948). Part 2 of ivier's magnificent production of Shakespeare's ssic.
(11) FIRST SHOW. "Anna Karenina" star- Ralph Richardson and Vivien Leigh (1948). stoy's immortal story of the life and loves a lady in old Russia. Elaborate, well-acted ma.

EVENING

(9) BASEBALL. Brooklyn vs Cincinnati.
(11) BASEBALL. Giants vs St. Louis.
(2) PHIL SILVERS. "Bilko Acres." In spite a silly second half, there's enough good satire the first section to make this worthwhile. Phil arts a rumor and, in a matter of minutes, whole post thinks they're shipping out to ngapore.
0 (4) ARTHUR MURRAY PARTY. Italian actress Sophia Loren plugs her new film and sings the title song. Mickey Rooney and Gloria De Haven help make this one of the show's better lf hours. Guy Mitchell contributes a rock n' roll number.
0-10:30 (4) KAISER HOUR. "The Man Who Vanished." Writer Art Wallace has played around with that headline story about a frogman who supposedly spied on a Russian ship and disappeared. Wallace's opinions of what finally happened to the "frogman" are interesting if illogical. Bruce Gordon does the underwater espionage.
0-12:40 (7) NIGHT SHOW. "Golden Boy," starring William Holden and Barbara Stanwyck (1939). This fight film, based on Clifford dets' Broadway hit, was Bill Holden's first g break in Hollywood.

. Cartoon Comics
. News
5. Top Secret
7. News
11. News
-2. Name That Tune
4. Jonathan Winters
. Waterfront
. Cheyenne
9. Knothole Gang
11. Big Game Hunt
3. All Star Film
-4. News
-9. Dodgers-Redlegs
11. Giants-Cards
-2. Phil Silvers
4. Arthur Murray (c)
5. Uncommon Valor
-2. Private Secretary
4. Panic
5. Press Conference
7. Wyatt Earp

P.M. TO MIDNIGHT

2. Tell The Truth
4. Jane Wyman
5. Mr. & Mrs. North
7. Broken Arrow
13. Command Performance
—2. Red Skelton (c)
4. Aluminum Hour (c)
5. Star Cavalcade
7. DuPont Theatre
10:00—2. $64,000 Question
5. The Hunter
7. Polka Time
10:30—2. Spike Jones
4 Top Plays
5. Sherlock Holmes
7. Annapolis
13. All Star Film
10:35—9. Happy Felton
10:45—11. Frankie Frisch
11:00—2. News-Weather
4. News, McCaffrey
5. Nightbeat
7 News-Night Show
9. Million $ Movie
11. Paris Precinct
11:10—4. Weather
11:15—2. Late Show
4. Tonight
11:30—11. News

AFTER MIDNIGHT

12:00—5. Mystery Playhouse
13. News
Foreign Correspondent
12:30—9. Strange Stories
13. Ringside Rasslers
12:35—5. Previews, Prayer
1:00—2. Late Late Show
1:00—4. Sermonette
2:30—2. News
2:35—2. Give Us This Day

:00—WCBS News
WOR News
WABC News McCarthy
WINS Listen to Lacy
:05—WOR Gaylord Hauser
2:10—WOR Basil Rathbone
2:15—WCBS Backstage Wife
WOR The McCanns
WABC Dr. Billy Graham
2:30—WCBS Helen Trent
WOR News, Robinson
WABC Jack Paar
2:45—WCBS Gal Sunday
WOR Luncheon at Sardi's
WABC Fred Waring
3:00—WRCA News, Goodwin Show
WCBS Nora Drake
WABC News
3:15—WCBS Ma Perkins
WABC Bob Eberle
3:30—WCBS Dr. Malone
WOR Home Edition
—WCBS Road of Life

2 P.M. TO 6 P.M.

-WRCA News, Confessions
WCBS Happiness
WOR News, Bob Smith
WABC Bob Eberle
WNEW Art Ford
WCBS Mrs. Burton
WRCA In My House
WCBS Strike It Rich
WRCA Doctor Gentry
WCBS Entertainment
WRCA News, Matinee
WCBS House Party
WOR News, Bob Smith
ABC Martin Block
RCA Hilltop House
CBS Galen Drake
CA Pepper Young
News, Al Collins
News, L. Ross
ws, Studio X
artin Starr
ws Al Collins
ws, J. Faulk
and Ray
Ford
Wonders
ews
P.M.
—News
reys
ckman
te
iana
WABC News, Sports
6:40—WRCA Day in Wall St.
6:45—WRCA News
WCBS News
WOR Sports
WABC Frank Sinatra
7:00—WRCA News, J. Andrews
WCBS Sports, Amos & Andy
WOR Fulton Lewis, Jr.
WABC News
7:15—WOR News
WABC Sports Focus
7:20—WOR News, Wingate
7:30—WRCA Morgan Beatty
WOR Gabriel Heatter
WABC Mr. Chase
WNEW Art Ford
7:45—WRCA One Man's Family
WCBS News, Murrow
WOR News
7:50—WOR Let's Travel
7:55—WABC News
WMCA Giants-Cards
WMGM Dodgers-Redlegs
WINS Yanks-Indians
8:00—WRCA News, Gildersleeve
WCBS Robert Q. Lewis
WOR Treasury Agent
WABC Louis Sobel
8:30—WRCA Night Line
WOR Scarlet Pimpernell
WABC Freedom Sings

9 P. M. TO MIDNIGHT

9:00—WRCA News Night Line
WCBS News, Trout
WOR News Studio X
WABC Music Hall
9:05—WCBS The World Tonight
9:25—WCBS News Analysis
9:30—WCBS "Do You Know"
WABC Fred Waring
10:00—WRCA News, Westward Look
WCBS This Is New York
WOR Studio X
WABC News, Mitchell
10:20—WABC Record Corner
10:30—WRCA News, Tex and Jinx
WABC Imagination
10:45—WMCA U.N. Today
WABC Travel Talk
11:00—All Stations News
11:15—WRCA Tex and Jinx
WCBS Starlight Salute
WABC Imagination
11:30—WCBS Music Till Dawn
WABC Religion

AFTER MIDNIGHT

12:00—WRCA News, Tex and Jinx
WABC Disc to Dawn
WOR Long John
WMGM Big Joe
12:30—WRCA Night Flight
1:00—WRCA Through the Night

NICK KENNY

Rocky Road Till She Got There

SHE WAS THE TALK of Roanoke, Va., ever since she first sang on the radio there when she was four years old. As a teenager, she starred in her own radiocasts. She spent six hours a day studying ballet, voice and piano. Local competitions in '52 won her a scholarship in Juilliard in N.Y. Her fans gave her a big sendoff as she started, with her mother as chaperone, to the big city.

Then the heartbreaks began. She joined a quartet, the "Four D'Lovelies," which broke up within a year. Next she became one of "The Belles Aires," a trio. They broke up, too, when one of the girls was called home to care for her suddenly sick mother and father.

DISCOURAGED, our heroine, quit the business entirely and became a receptionist with a copper company for a year. When a friend told her that a girl vocalist was leaving "The Nomads," a musical group, she got the job.

Within three weeks, the piano player left to be with the vocalist, whom he loved, the bass fiddler exited to become an electrician and the leader then quit.

Next, our destiny's darling rehearsed three months for a Broadway show, "Ballyhoo," which never opened because the angel "disappeared." That's when she felt like the unlucky philosopher who wrote "If I sold shrouds no one would die!"

A CHANCE BOOKING early this year at the Rocky Marciano Room on Lexington Avenue, however, made it all worthwhile. A top bandleader saw her there and signed her immediately.

And that's how Sandi Summers came to be featured with Sammy Kaye's great orchestra at the Roosevelt these nights.

The only bad thing that can happen to her new boss is a high golf score. They call him "Lucky Sam."

THOUGHTS!!! When a TV star laughs at the sponsor's jokes he usually has an ulcerior motive

Seems Sid Caesar gets rid of his TV wives as fast as the other comics bust up with their real wives.

This could be affecting Sid's popularity with the great family-loving part of the TV audience which resents too many divorces, whether they be make-believe or real ones. People like to see a marriage last, in real life or on television.

•

CAPSULE COMMENT ! ! ! "The Puerto Ricans" was a disturbing, grim document of those islanders at home and in New York and our felicitations to "See It Now" for spotlighting the social problem without prejudice. The Ethel Thorsen Fashion Show on WPIX never fails to interest. Ethel is charming and lovely and has a gift for interview. Her chat with Mal Marshall, the Miami Beach stylist who specializes in sportswear for color teevee was a gem ! ! !

Steve Allen headed an engaging revue with Sammy Davis, Jr. and Orson Welles bracketed in the feature spots. Sammy's impression of Ed. Sullivan was excellent etching.

Mike Wallace muffed a terrific opportunity to burn the hide off Eldon Edwards, Imperial Wizard of the KKK on Channel 7 Sunday night . . . but all he did was singe him a little.

Bob Hope's valedictory on 4 was the usual treat . . . especially watching those two old pros, Jessel and Hope, fencing in a comedy duel.

•

DIP YOUR PEN in sunshine and write to the following shut-ins: Joseph A. Gillespie, 16, 31-3, Pilgrim State Hosp., West Brentwood, L. I., N. Y. . . . Richard "Ky" Martin, 41, Veterans Hosp., Palo Alto, Cal. . . . Mrs. Lucien Morneau, 49, St. Joseph's Hosp., Lowell, Mass. . . . Mrs. Marie Roe, 37, c/o Queens General Hosp., Jamaica, N. Y.

•

Nick Snacks!!!

While the inventors are about it, how about safety belts for bar stools?—Lynn Akers.

•

TODAY IS THE BIRTHDAY OF Gary Cooper, Chuck Barnett, Frederick W. Vanderpool, Dora Maslow, Sam Klein, Bobby Schneider, Kaye Kernan, Georgie Stoll, Tom Zachary, Thomas Genonese, Bert Stand, Nat Nazarro, Lila Gold, Ethel Furchak, Harry Kerman, Diane Leavitt, Jane Casey, Gloria Jean Kimmer, Johannes Brahms, Peter Slyitch, Joan Haas, Alan Feintuch, Elizabeth Kettles and Chez Lucie Bercil.

"TV Last Night" Reviews on P. 16

TED MACK
He hosts the popular "Original Amateur Hour" on Channel 7 Sundays at 10 P.M.

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THE LAST WORD IN NEWS
JOHN CAMERON SWAYZE
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FOLLOWED BY PREMIERE
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BERT LAHR
star of "Hotel Paradiso" says:*

Watch for another smash hit coming to Broadway (at 44th) this Thursday, May 9th—Ripley at Times Square, the world's largest store for men!

*at Henry Miller's Theater

TONIGHT AT 8:30
ON CHANNEL 5
GYPSY ROSE LEE
ENTERTAINMENT PRESS CONFERENCE

TODAY'S BEST BETS—WMGM—1050
7:00-10:00 A.M.—TED BROWN SHOW
10:00-12 Noon—JERRY MARSHALL'S RECORD ROOM
5:00-8:00 P.M.—PETER TRIPP'S YOUR HITS OF THE WEEK

Press Clipping

NEW YO

Murrow May Get Dems Senate Bid

By VICTOR RIESEL

Many a Democrat and labor politico can see it now—TV maestro Ed Murrow for U.S. Senate. These strategists have been talking person-to-person to the CBS producer-showman about running against the popular Sen. Irving Ives this fall.

So tight is the margin of control in the Senate that the Democrats and their labor allies believe they must take one of the Republican seats from the GOP in New York to make certain they retain Congress next year. So they've been seeking "offbeat" candidates.

Someone in the Democratic high command suggested Murrow and he is reported considering the nomination if it is officially offered to him. If elected he would be the second newsman in the Senate. The other is Oregon's Dick Neuberger...

ON THE NEW YORK BEAT

•

OLD COMMUNIST strategy never fades away. Watch now for the comrades to unleash an international maneuver aimed at smearing us among our millions of friends in the labor movements abroad.

Virtually unnoticed in the U.S., the drive against us began recently inside the British Actors Union in London. Then, a band of "popular front" artists passed a resolution condemning the U.S. for not giving Paul Robeson a passport.

The resolution urged an international fight to give the Communist actor, who attended the closed Communist Party Conventin in New York last February, a chance to sing in Britain.

•

THE U. S. WAS championed by an actress named Helena Gloag, who attacked the resolution and pointed out that:

"On face value it seems harmless enough, but the resolution is a political stunt, not from a political party, but from an international subversive movement—Communism."

Another anti-Communist thespian wanted to know: "If Robeson is granted a passport, what guarantee can we have that he will confine himself to singing?"

•

A PASSPORT to Paul Robeson would be fought by many U.S. entertainment unions. This was checked after learning that one British actor wanted to know what our own Actors Equity, AFL-CIO, felt about Robeson. Our entertainment union leaders would fight any move by Robeson which would insinuate abroad that he represented American theatrical unionists.

•

THAT CHECK of New York's entertainment unions came up with the news that one of the biggest locals in the city is the Screen Actors Guild—with more than 3,000 motion picture players right here in Gotham. They work mostly on film commercials for TV and are led by Harold Hoffman, Executive Secretary of the New York branch of the Hollywood union.

This is the only union in the land with its national officers actively appearing behind footlights. Walter Pidgeon, SAG's unpaid president, stars in "The Happiest Millionaire" and treasurer George Chandler takes the lead in Robert Montgomery's June 3 production over NBC.

•

A VERY MUCH disturbed Nate Shefferman was in town this past week. His New York outfit has split up, or at least has changed its name. Friends of Shefferman say that in all fairness critics of the man, meaning me, I suppose, should point out that he was one of the most effective anti-Communists on the industrial front.

Shefferman, they say, had one of the most complete files on Communists and Communist strategy on a national and international front and that he effectively checkmated them many times while working with his various clients and contacts ...

•

Social Notes of the Undercover Whirl:—Confessed Soviet spy, Jack Sobel, has been "singing" for the Federal Grand Jury for weeks, reportedly ripping the lid off the Russians' apparatus on the industrial defense front...

Passing away as quietly as he worked for the Communist world, John Steuben died early in May. Steuben, who edited the Communists' labor magazine, was sent to China some years ago to report directly to the Communist high command in Peiping on American labor...

June 1, 1948

RADIO and TELEVISION

Eloquent Documentary on Europe's Lost Children—CBS Praises Abrams Series

By Paul Denis

Radio reporter Allan Sloane took his wire recorder through the DP camps, the orphanages and the rubble that is Europe. What he saw and heard was re-created Sunday night over CBS, in the form of an eloquent documentary, Between the Darkness and the Daylight.

Sloane brought back the voice of an American girl, Nancy, who was taking care of 24 war orphans in a home in Rome. She pointed out little Juliana, who walked around on wooden stumps; Cristina, who had one leg and a crutch; Vittorio, totally blind; and Italo. But Italo was a special problem. With flack marks on his blind face and both arms gone to the elbow, Italo wanted to learn Braille. "We came across him, one day, trying to learn with his nose pressed to the Braille."

There was Vienna, where Sloane visited a girls' school. Of the 34 girls there, 24 had no fathers. The girls were always hungry, and their teacher explained gently, "They fall asleep . . . They just sort of sink into their chairs, and they are so exhausted, they they are listless."

MURROW

There was the boy from Ukraine. The war had killed his father and mother, and bombed his home. "I ain't got no more home; no family; nobody."

There was the Polish boy, who somehow survived four years of the ghetto and concentration camps. "They shot my mother . . . I buried her myself." They burned his father. The Nazis forced him to hang his own brother. And now, "I want to work . . . I want freedom . . . I want to go Canada."

War destroyed youth, explained narrator Ed Murrow. The undernourished, sickly youngsters are "too small for their age" and the older ones "too old."

The tragedies of the war-ravaged children of Greece, Czechoslovakia, Austria, Germany and Esthonia were etched sharply in this heart-rending documentary. Murrow said, "This little handful of children of Europe—you will never forget them, ever; or any of the others, whom you have left behind in the land between the darkness of war and the daylight of real peace—in the land of the shadow of hunger . . . The way to help is through the U. S. Crusade for Children, through a generous donation."

Today's radio programs and highlights are on Page 34.

* * *

Soldier Without Voice. Many weekend programs observed Memorial Day, but perhaps the most unusual one was Sylvia Berger's drama "The Return of Danny Miller," on The Eternal Light (WNBC, Sun., 12:30 p. m.). Danny Miller is a soldier, and a shell fragment hits him in the head, "severing the association fibres which translate thoughts into speech." He cannot talk. And without talk, a man is lonely. Man "can't stand loneliness . . . He must be comforted by the brave sweet sound of human speech . . ." Miller has to be taught how to speak, as if he were a child. Meanwhile, "Who will speak for Danny? Will you speak for Danny, the silent soldier?"

An allegory, and a provocative one.

* * *

Review of Press Is Tough: CBS Views the Press, that lively, hard-hitting critique of the local press, celebrated its first anniversary Saturday (WCBS, Sat., 6:15 p. m.) by recalling how some local papers played up "the phony story" of mink-coated relief recipients last year.

"But it remained for the N. Y. Post to go after the sequel," pointed out Don Hollenbeck, who narrates CBS Views the Press. It was Charles Abrams, the Post-Home News' housing adviser, whose eight stories on the Bowery Lodging House were so stunning. Hollenbeck attacked the other local papers for not joining the crusade, for playing down follow-up items, and for not crediting the Post-Home News for the original expose.

Press Clip

TELEVISION -

Murrow Analyzes Plight of Schools

By HARRIET VAN HORNE.

Of the many problems pressing our national conscience for a solution, none is more acute than the decline in educational standards.

On the schools, it goes without saying, rests the future of democracy. The young cannot inherit the earth without preparation. If the intelligence of the people doesn't prevail in the years to come, the ignorance of the people surely will.

Harriet Van Horne

Considering how wide, how deep and how vital this problem is, I had the highest hopes for Ed Murrow's special edition of See It Now this past Sunday. But I was, on the whole, disappointed. By narrowing the program's focus to one small county in Colorado where a school-bond issue was coming up for a vote, Mr. Murrow lost the opportunity to drive home a tremendously important message. Namely, that the deterioration of the public schools is a national problem which could—and probably will—lead eventually to a deterioration of our way of life. It isn't simply Johnny's literacy that's imperiled, it's his liberties, too.

* * *

Occupying the time spot usually held by Omnibus (CBS, 5 to 6:30 p.m.), See It Now gave us, in exhaustive detail, the story behind the debate over a school-bond issue in Jefferson County, Colo. This area was chosen because it had seen a great increase in the school population in recent years and had to teach its children in windowless basements, old Army barracks and "grim metal prefabs."

The first hour was given over chiefly to the debate that raged in Jefferson County over the bond issue.

We heard opinions from all kinds of citizens. From the banker who deplored such "frills" as school athletics, from the farmer who said he couldn't see the sense of taking children to school on a bus "and then payin' somebody to exercise 'em."

Most impressive was a young minister, the Rev. Charles Griffin, who will probably be transferred to a fine new parish as a result of his TV sermon.

"Russia in 1949 spent 35 percent of her national income on education," he pointed out, "while . . . our great and wealthy U.S. was spending around 2 percent."

* * *

A particularly memorable episode was filmed in the meeting hall of Pine, Colo. Here Mr. Murrow talked to a trio of irate mothers—all foes of school consolidation and the bond issue—and a member of the school board. One of the mothers had a good point. "The center of the community used to be the school building," she said. "We had our parties there and the children had their parties there." In the new bi[illegible] school the rural children spend hours in transit and [illegible] time (for extra-curricular [illegible]

In closing, [illegible] as a loud, practically [illegible] or federa[illegible] education (between [illegible] ords of qu[illegible]

The Lyons Den

LEONARD LYONS

The Richard Burtons were at Downey's again yesterday, with Bob Webber. They spoke of prizes and Burton revealed this incident: After the Tony Awards on Sunday, Alec Guinness came to his table, said "You can have it if you want it," and offered Burton his newly won Tony.

Then Burton told of the Tony Awards dinner some seasons ago, when he and Laurence Olivier were nominees. But the prize went to Ralph Bellamy. The British stars were philosophic about their loss. "The fact is," Olivier said to Burton, "that any award to an actor is ridiculous—unless, of course, we win it."

Alan Jay Lerner told friends this week that he's found a way for having unlimited visiting privileges with a child. He introduced his married daughter, who's having a baby—Lerner's first grandchild. And no grandfather's visiting time, he said, ever is curbed.

Mrs. Henry Ittleson Sr., whose late husband founded the C.I.T., was at the Comeback, Inc., gala at Chambord's Monday night. She's 89, and said she is planning her first trip to Africa soon. She has an enormous curiosity about the world and people everywhere. Mrs. Ittleson, whose son owns one of the finest of art collections, was asked if she's a collector too.

"I collect ideas only," she replied. "There are no taxes on them, no luggage is needed, they don't take up wall-space. and you can take them along wherever you go."

Ernest Martin and Cy Feuer, producers of "How to Succeed . . .," will launch their film-producing career with an adaptation of Julian Clayman's novel, "The Aging Boy" . . . Zanuck's "The Longest Day" will be shown at the World's Fair on June 6, D-Day . . . Metromedia is creating a precedent by asking all TV critics to review its James Baldwin-Sen. Humphrey program, "My Childhood," before the TV program is released on Monday.

LAURENCE OLIVIER

One of the three burglars who invaded Helena Rubinstein's apartment last week managed to grab the $100 they sought. Madame Rubinstein called to the man who had tal[illegible] m[illegible] "You see that you [illegible]vide that."

Thornton Wilder has completed his novel and no[illegible] drive through Illinois to check up on some of the facts detailed in his story. Wilder reverses the usual process: he writes first and researches afterwards . . . Ed Murrow, back at the Barberry Room, said that he plans a few special assignments for CBS . . . Union woes postponed the NBC color-TV series, "Meet Me at the Fair," which was to originate at the Top of the Fair.

Mrs. Wilma Soss, president of the Federation of Women Shareholders in American Business, attended a stockholders' meeting of Standard Oil of N. Y. When the question of removing discrimination in race, color and creed came up, Mrs. Soss insisted on adding the word "sex." Her complaint is that the company's retirement age for women is 62, but for men 65.

Mrs. Soss asked the then N. Y. Secretary of State Caroline Simon why she didn't add sex to her list of discrimination. Mrs. Simon replied: "If I added sex, I'd get nowhere."

Bill Benton was awarded Brazil's highest decoration, in Paris last week. But because Ambassador Benton is still with UNESCO, the decoration, as is customary, went to the State Dept. for safe-keeping until he retires . . . Peter Sellers returns to Europe June 7 . . . Gen. Moshe, Dayan, the archeologist, vsited the set of "Zorba, the Greek," in Crete. He saw Anthony Quinn's collection of antiquities and Quinn accepted his invitation to dig with him in Israel.

Although Billy Rose has had more experience with fairs than any other American, his help was shunned by the N. Y. World's Fair. Rose said about producers of snows at the Fair: "I keep getting constant rescue calls from them. I refer all those calls to Bob Moses."

Atholl Fugard, author of "The Blood Knot," just arrived from South Africa for his first U. S. visit. His first assignment is to take over a role in his two-character play . . . This weekend Buckingham Livery will inaugurate a shuttle service from Manhattan to Westhampton's Bath and Tennis Club, with fares about the same as the railroad charges . . . Xavier Cugat met up with Abbe Lane at Shepheard's last night. She later complained: "He almost broke my wrist."

The N. Y. World's Fair asked Jacques Lipchitz for the loan of one of his sculptures. He let the Fair have one of his huge pieces, appraised at $100,000, for the two-year run. Then Lipchitz wanted to go to the Fair to see his sculpture. No pass. He had to buy a ticket.

George Marek, head of RCA-Victor, described his 18-year-old singer, Rita Pavone: "If Elvis Presley had married Edith Piaf and if they'd had a daughter—it would be Rita Pavone" . . . Arthur Murray tells of the wife who went to the Missing Persons Bureau to report the disappearance of her husband. She described him: "He's short, bald and has no teeth—in fact, most of him was missing before he was."

NEW YORK POST, SUNDAY, MAY 24, 1964

The Lyons Den

LEONARD LYONS

THE SPRINGBOARD: The Blue Angel, the E. 55th St. nightclub, posted its closing notice for Saturday night, after 21 years. No other nightclub in history ever produced such an array of ultimate stars as did this small, dark room near Third Av.

One of the Blue Angel's shows, which cost the management a total of $400 a week, included Yul Brynner, Evelyn Knight and the Revuers—the troupe composed of Judy Holliday, Betty Comden and Adolph Green. Mort Sahl and Nichols & May were launched in N. Y. at this club. Carol Burnett did 21 shows a week there, for $250.

Richard Rodgers first saw Martha Wright at the Blue Angel, and signed her for "South Pacific." Leonard Sillman discovered Eartha Kitt there, for "New Faces," and Harry Belafonte came to Broadway from the room. Imogene Coca and Andy Williams made debuts there as singles.

Pearl Bailey made it big at the Blue Angel—where she complained about the man she later divorced: "I'm getting famous, and he's wearing the dark glasses." Vaughn Meader, Orson Bean and Woody Allen started there at minimum salary. Brendan Behan performed on St. Patrick's Day eve, but declined payment.

BOB HOPE

When the young French diplomat, now Ambassador, Herve Alphand, quit his job because of his violent disagreement with the Vichy government, the lady to whom he then was married, Claude Alphand, got a job singing at the Blue Angel.

Tom Lehrer spent his holidays from Harvard—where he taught calculus—by working at the Blue Angel. Dr. I. I. Rabi, Columbia's Nobel Prize winner, came to see Lehrer perform. He left just before the second show was to begin, and the club owners, Herb Jacoby and Max Gordon, asked why. Dr. Rabi explained:

"You don't have to be a theoretical mathematician to know that you can get more money with a new party paying the minimum than by having an old party keep the same table."

Mildred Bailey, the blues singer who taught phrasing to Bing Crosby and Dinah Shore, had her final booking at the Blue Angel, shortly before she died. She was weary, and her face was lined. She heard a ringsider sigh, "She looks awful," and Miss Bailey said: "That's right. I do look awful. But think of the fun I've had, getting to look this way."

And that's how it is with the Blue Angel now. Ed Wynne, who owned the Harwyn Club, has bought the property and will refurbish it. To the impersonal eye of a decorator, the premises probably look awful now—but there was a lot of fun getting it to look that way.

THE AWARD: Bob Hope received the National Citizens Award from the U. S. Military Chaplains last week. He thanked the assembled chaplains for their award: "I think somebody up there likes me, but it's nice to keep in touch with the local branch."

THE WARNING: Thomas Hart Benton's daughter started to drive to their summer home at Martha's Vineyard. She was stopped, in time, by a call from their caretaker: an escaped convict had been living in the Bentons' isolated home there for the past few months.

MEMOS: Ed Murrow is on his way back to his Pawling farm. He'll probably devote himself to writing a book . . . Jule Styne, who composed the music for "Funny Girl" and "Fade Out—Fade In," will make his debut as a director by staging "Portofino PTA." Sammy Fain wrote the music . . . Richard Benjamin will soon take temporary leave of his wife, Paula Prentiss, to be off on tour in the national company of "Barefoot in the Park."

Sinatra will use "The Longest Day" technique in "None But the Brave," by using subtitles for the Japanese dialogue . . . A new director has been signed for the musical, "Ben Franklin in Paris" . . . John Crowther will star in "Enter Laughing" and "Private Ear" at the Corning, N. Y., Playhouse this summer . . . Douglass Parkhirst, the author-actor, died on Wednesday, the day Coronet appeared on the stands with a feature story about his work.

Jason Robards Jr. would have to get a release from his Lincoln Center Repertory Theater contract to accept the lead in Alan Jay Lerner's new musical . . . Paula Lawrence will replace Jean Stapleton when she takes a brief leave from "Funny Girl" . . . Robert Preston walked into the American Cancer Society symposium at the Hilton, instead of the Tony Awards meeting. "Well," Preston said, "if there are two places, I'll go to the wrong one."

THE RECORD: Richard Burton's "Hamlet" will have run longer than any other star's portrayal of the role. Edwin Booth played it 100 times. When Barrymore's "Hamlet" neared its 100th performance a friend thought it would make a great gesture if Barrymore were to quit at 99, as a tribute to the greatest of them all. John Barrymore agreed.

The day after his 101st performance, Barrymore asked his friend: "I forgot—but just what was it that I agreed to do?"

UN Sees New Quemoy Blows as Prod to Dulles

By JOSEPH P. LASH

While UN diplomats are debating whether to urge a "suspension" or a "cessation" of nuclear tests, they are more worried whether the resumed shelling of Quemoy is a "cessation" or only a "suspension" of the Communist cease-fire.

There is little information at UN headquarters as to why the Communists' guns have suddenly opened up again.

Soviet diplomats appeared as much surprised by the news as Western delegates.

U. S. Ambassador Lodge [illegible]mented that the shelling "[illegible]ertain to have adverse ef[illegible]ts at the UN."

Some diplomats saw it as Peking's reaction to Administration claims of a great victory in having forced Peking to back down.

The closer Peking moved toward a cease-fire, they noted, the farther away John Foster Dulles appeared to move earlier offers to demilitarize the offshore islands.

Is Dulles flying to Formosa to pave the way for demilitarization or the beefing up of Nationalist defenses? they asked.

The hope is that the new shelling is only "admonitory" in character and will stop afte. the point has been noted in Washington.

There will be relief, also, when the U. S. elections are past. The feeling is that the Administration will then consider itself under less pressure to make provocative claims of victory.

In other words, diplomats hope the new outbreak of shooting is only a "suspension" of the cease-fire.

Debate continues, meanwhile in the UN Political Committee, on whether to recommend a "suspension" of tests, as favored by the U. S. a[illegible]itain, or a "cessation" as [illegible]nded by the Soviet Union.

A [illegible] position was staked out [illegible]day by Jules Moch of [illegible]nce. He opposed a test ban—temporary or permanent—unless it were linked to the cessation of the production of fissionable materials and the reduction of atomic stockpiles.

"To isolate the halting of tests is to seek an accord without any direct bearing [illegible] peace," Moch maintained. "It is not real progress but only an alibi."

Moch was, in effect, asserting France's determination to become the fourth atomic power. Many of his fellow delegates thought the position a difficult one for Moch, the dean of the disarmament debates, to argue. They were not surprised to hear him say his stay would only be a brief one.

Moch announced that "any tripartite agreement" signed at Geneva on tests would initially be "a text drawn up without the participation of France and not applying to her."

The answer to Moch's assertion that ending tests would be only the "illusion" of disarmament was given by Canadian Foreign Secretary Smith. He spoke before Moch.

Canada indorsed the suspension of tests as "an initial measure," he said. He added:

"We do so because we believe that suspension can soon become permanent cessation. Such a measure, we hope, would encourage greater mutual confidence.

"The essential control feature, although not an end in itself, could become a first great experiment in international scientific collaboration.

"It would point the way to a solution of the complex problem ahead in controlling more difficult aspects of disarmament — because no progress in disarmament is possible without control."

A Certain Fine..

Corbeil, France, Oct. 21 (Reuters) — Francoise Sagan was fined 50,000 francs ($115) here today for careless driving that led to an April, 1957, accident in which she almost lost her life.

The court also awarded 950,000 francs ($2,200) damages to reporter Bernard Franck, who was sitting beside Miss Sagan when her Ajton-Martin sports car turned over.

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Changing Planet: Radio Program Will Have Murrow as Narrator

By CHARLES MERCER

By Associated Press Writer

At the frantic rate life is changing on this planet, do you often wonder how much control you personally have over your own future?

CBS radio belives that you do and tomorrow will present the first in a series of special one-hour monthly programs called "The Hidden Revolution."

Edward R. Murrow will be the narrator of the commercially sponsored programs produced by the public affairs department of CBS news.

Discussing the series secently, Irving Gitlin, director of the public affairs department, said that change—or "advance," as many call it—is occurring as rapidly in social, political and human affairs as in the more widely discussed realm of science. All these fields will be examined.

"The fantasy boys had better wake up," Gitlin said. "They're 100 years behind the times."

What do you mean by "change"?

¶ Some political scientists believe that our systems of state government in this country are outmoded. The ideal government of the future is regional government, in which the arbitrary boundaries of the states rae disolved and regions of mutual geographic or economic interest create their own new governmental systems. The way already has been opened by such bodies as tri-state and bi-state authorities dealing with mutual problems.

¶ There is a revolution in urban living and population shifts that is making many local governments outmoded. As a fascinating example, the area from Portland, Me., to Norfolk, Va., is now virtually one continuous city.

¶ A machine has been develope that charges its behavior on the basis of new information given it. It now is possible for a machine to have original ideas—or, as someone said, to survive a prefrontal lobotomy.

"The thesis of the first show," said Gitlin, "is that the individual must know what is happening and must try to decide his own role in the scheme of things."

Later programs in the series will study the impact of our changing world on personal freedom; the effects of an exploding population on human relations; what life will be like in the 20-hour work week; the increasingly difficult role of education; the problems of war and peace in the new age.

They'd Put Up $20,000 To Bar a Gas Station

Two hundred Queens home-owners who would rather pay $100 each than see a filling station decorate their neighborhood take their idea to the local Board of Improvements tomorrow night.

They want to buy the proposed filling station site, a triangular plot bounded by Conduit Av., Sutter Av. and 78th St., turn it into a park, and give it to the city.

The group that wants to build the gas station contends that the home-owners don't need another park—that there are already four in the area.

The home-owners have [illegible]ady carried their fight th[illegible]gh two courts and six cit[illegible]encies. If the Improveme[illegible] Board, the City Planning [illegible]mmission and the Board o[illegible]timate agree, the home-own[illegible] and the city—will have the[illegible] new park later this year.

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HOTEL FOR SALE—Suitable Bar Grill, 4½ rooms, new swimming pool, call aft. 6 p.m. SP 7-2954.

Party Line

By Elsa Maxwell

Marriage, in the long run, is still the best institution extant for happiness. Why I attach happiness to marriage is because I have of late seen so many people so happily married. It gives one the comfortable feeling that all is not lost in these troublous times.

First of all, I mention my friend Loretta Young, whose marriage to Tom Lewis is a strikingly happy and successful one. I lunched with Loretta the day after her arrival from England, and there's a loveliness about this charming creature that has nothing to do with beauty of face or figure; it's just that she's happy in heart. And I think Tom Lewis has a lot to do with that.

And there was another married, yet happy, couple I lunched with last Sunday. It was the William B. Paleys at Manhasset. Bill Paley, chief of the Columbia networks, is probably one of the nicest men alive, and that he deeply loves his beautiful bride is obvious.

* * *

I was amazed to see, during the brief months of their marriage, how completely Barbara has become absorbed in Bill's life, in his pursuits and work.

I remember going to this house very often in the past when the Sunday lunch table never held less than 20 people. We were but six last Sunday — Sam and Frances Goldwyn, Ed Murrow and myself. And I thought how comfortable it was, and how interesting to hear Ed Murrow's reactions. He had recently arrived after broadcasting the royal wedding in London. This serious young man, whose voice we have affectionately known over the air during the war, has lost none of its charm during the peace.

It's Murrow's thoughtful and perfectly co-ordinated reactions on world politics, especially in their relation to Britain, that impresses one far more than the hysterical or explosive outbursts of other less self-contained commentators. He admires the British as I do. And I believe he is seriously perturbed about the future of the gallant Britishers.

* * *

Later we watched the football game between the Yankees and the Dodgers on the television set. I asked Murrow what was his reaction to television.

"I don't think it will help the commentator to be seen as well as heard," he answered.

"You would rather preserve the mystery?" I suggested, and then we laughed at the imaginary picture of surprised commentators if they suddenly appeared to their millions of listeners. But Mr. Murrow, personally, need not worry if his dark good looks have to be telecast.

Well, I found at the Paleys', apart from the charm and beauty of Bill's wife, a quiet serenity that proved an unusual interlude in the hurly-burly life of New Yorkers, and I felt enveloped in their happiness.

* * *

P. S. I might add that never once during the entire day did I hear a Goldwynism drop from the lips of the fabulous Sam. In fact, his English was much better than mine.

How come?

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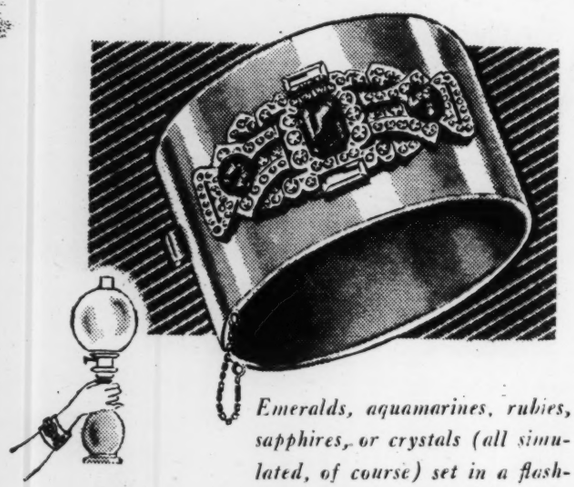

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'DESILU' DRAMAS SET FOR MONDAYS

Filmed Series to Begin on Oct. 6 on C.B.S.-TV—'Rough Riders' Due

By VAL ADAMS

Next season's schedule for "Desilu Playhouse" has been determined. The filmed drama series featuring Desi Arnaz as host will be televised on Mondays from 10 to 11 P. M. over the Columbia Broadcasting System network.

When the Westinghouse Electric oCrporation announced two weeks ago that it would sponsor the series, the question of a time period had not been settled. The advertisr had hoped to obtain the Thursday evening hour (8:30 to 9:30) to be vacted by "Climax!", but the network has elected to divide this time in the fall between two half-hour programs.

On Mondays from 10 to 11 P. M. Westinghouse currently presents "Studio One in Hollywood," which will leave the air in September.

"Desilu Playhouse" will be produced by Desilu Productions, Inc., the company headed by Mr. Arnaz and his wife, Lucille Ball. In addition to the dramas, the Westinghouse series will include seven special comedy programs during the year starring Mr. Arnaz and iMss Ball.

The Westinghouse film series will make its debut Oct. 6 with one of the special shows. Maurice Chevalier will make a guest appearance.

Western Series Planned

"Rough Riders," a filmed adventure series about life on the Western frontier after the Civil War, will be televised over the American Broadcasting Company network on Thursdays from 9:30 to 10 P. M., beginning Sept. 18. It will be produced by Ziv Television Programs, Inc.

"Rough Riders" will star Kent Taylor, Jan Merlin and Peter Whitney. The network said it would be sponsored by the P. Lorillard Company.

C. B. S.-TV appears to have eliminated the earlier confusion about an interview with Harold Macmillan, British Prime Minister. It will be presented by film as a special "See It Now" report on Friday, May 23, from 7:30 to 8 P. M.

The interview was conducted in London on Monday by Edward R. Murrow and Charles Collingwood. Since the discussion was held at the Prime Minister's residence, the interview has been titled "A Conversation at 10 Downing Street. Mr. Macmillan discussed his coming visit to this country next month, the current status of the Western alliance and the British position on banning nuclear tests.

C. B. S. Appointments

Charles Oppenheim has been appointed director of public relations for the C. B. S. television stations division. The announcement was made yesterday by Merle S. Jones, division president, who also announced the appointments of John Cowden as vice president of sales promotion and advertising and Thomas Means as director of sales promotion and advertising.

Mr. Oppenheim, who joined C. B. S. in 1948, had been director of information services for the television network since 1954. Mr. Cowden has been with the company since 1938 and Mr. Means since 1943.

The C. B. S. television stations division embraces all TV functions at C. B. S. except for network activities.

TV: 'The Written Word'

By JACK GOULD

DR. FRANK C. BAXTER, Professor of English at the University of Southern California, whose stimulating lectures on Shakespeare first opened the eyes of many viewers to the educational possibilities of television, is back again on the local airwaves in another excellent series entitled "The Written Word."

By arrangement with the Metropolitan Educational Television Association, which suddenly seems to be exercising some extraordinary and most welcome wizardry in persuading commercial stations to rebroadcast educational presentations, Channel 7 is presenting "The Written Word" at 7:30 P. M. Mondays. The series was originally filmed in California and is being distributed nationally by the Educational Television and Radio Center of Ann Arbor, Mich.

Dr. Baxter surely should not be missed. In "The Written Word" he once again is making the set owner a party to a delightful excursion into the realm of learning, this time in a fifteen-week study of man's efforts to preserve a permanent record of his ideas, thoughts and accomplishments. Before he is finished Dr. Baxter will acquaint the viewer with everything from the most primitive markings of a human being to the modern press.

In Monday night's film, Dr. Baxter touched on the early signs and symbols with which man sought to conquer time and space in communication. He painted a graphic and absorbing picture of what life was like with only an oral relay between generations. Ideas became fuzzy in the transition, thoughts had no precision in the retelling and superstitions flourished.

It was the treasured permanence of the written word, Dr. Baxter noted, that enabled civilization to establish a foundation upon which it could build.

The educator illustrated the forerunners of the written word. They were the Roman shepherds who dropped a pebble into a box for each sheep turned out in the morning and then removed the pebbles one by one when the flock came in at night. There were signs common to the Egyptian, Mayan and California Indian civilizations. First came individual thoughts, then connected ideas.

Mr. Baxter has been on television for several years but he has not allowed his fame to affect the success of his teaching. Last night he still had his delightful fluency of style and imparted a great deal of information without ever once bordering on condescension.

M. E. T. A. and Channel 7 have a winner.

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Another New Series

Following Dr. Baxter's première the American Broadcasting Company inaugurated another series on Channel 7: a weekly examination of the forthcoming Congressional and gubernatorial primaries. Since the major contests are still a few weeks off there wasn't too much to be said, and the half-hour consisted of A.B.C. correspondents giving rather perfunctory summaries of the political climate in different regions of the country.

Presumably on future programs some of the candidates themselves will be heard, which would lend more spice to the program. Quincy Howe is moderator.

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Missed Opportunity

Monday night's "Suspicion" on Channel 4 had the makings of a superior drama, but the author, Richard Berg, abruptly changed stories in midstream and missed his opportunity.

In "Protégé" he started with a character study of an actress who is fighting her way back from alcoholism with the aid of a young actress. But then he turned to a routine backstage struggle for power—the younger player deviously sought to replace the older woman in the starring role.

It was a pity, too, because Agnes Moorehead, playing the former alcoholic, had fine moments before the script's disintegration.

'News Game,' a Panel Show, in Debut

IN "The News Game," a panel show that started on Monday over Channel 13, Hildy Parks was at a cruel disadvantage.

Miss Parks, an attractive and intelligent actress, was competing in a quiz about recent news stories and pictures with Clifton Daniel, assistant to the managing editor of The New York Times, and Walter Kiernan, a former newspaper man who is now a radio and television news broadcaster.

Although she was outscored by the two professionals, Miss Parks waged a gallant fight. If the program catches on, she could win the ardent support of the many women viewers who think that men who know all the answers are just cads.

For the program to survive, however, it would seem that a large injection of sparkle is needed. The panel members and Pat Hernon, who presides, are amiable and well behaved. But the questions were involved and generally unimaginative. A few more interrogatory curves should have been thrown, particularly at Messrs. Daniel and Kiernan. In a situation of this kind they should be made to pay a penalty for being experts.

After the quiz ended the panelists were shown household appliances that participants can win on the program. This should cause nothing but trouble. In these times of audience participation in assorted electronic games of chance and skill, some of the folks at home are sure to demand a slice of the swag—or else.

JOHN P. SHANLEY.

PULITZER PRIZE NOVEL ■ ACADEMY AWARD MOVIE ■ NOW A POWERFUL TV PLAY!

ALL THE KING'S MEN

TV: 'Thunder in Washington' Is Timely Rumble

Business Man Proves Novice in Politics

By JACK GOULD

"THUNDER IN WASHINGTON," by David Davidson, presented last night on the "Alcoa Hour" over Channel 4, was a play of uncommon timeliness, power and controversy. It also was a play that evoked a little exasperation at the end. With one more scene, it could have been a genuine tour de force of contemporary political drama.

Mr. Davidson is telling the story of the highly competent business executive, superbly interpreted last night by Melvyn Douglas, who answers a call from the President to come to Washington and introduce efficiency into numerous sprawling Government agencies.

The executive, Charles Turner by name, arrives in the capital and immediately sets out to follow the methods that have brought him success in private industry. He is in favor of slashing red tape and doing things in the quick far-sighted way.

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But Turner soon finds that a veteran in the business world can be a novice in government. In his one-track innocence, he offends the press, commits a blunder in trying to speed up the ordering of equipment for several agencies, falls into an elementary bureaucratic trap and is played for a fall guy by a five per center.

In due course, he must appear before the chairman of the House Appropriations Committee, played exceptionally well by Ed Begley. The chairman, with an eye both for headlines and economy, pillories the business man on a superficial set of facts. Only reasoned persuasion by the President, unseen on the screen but with a voice suggestive of that of President Eisenhower, persuades him to remain in office.

In the closing scene, the executive promised the committee chairman that he for once would be a business man who would assail those politicians who wantonly crucify administrative talent badly needed in Washington. The chairman, in turn, said he would just as vigorously propound the Congressional function of being the vigilant watchdog.

Logic may have been on Mr. Davidson's side in ending with the thought that the battle between some business men and Congressmen will go on and on. But, theatrically, it was keenly disappointing to have all the build-up for an exciting climatic exchange and then not have it materialize.

"Thunder In Washington" is the sort of play about which viewers, especially those in the Washington community, are bound to have many vigorous feelings. But no one can deny Mr. Davidson credit for having written a drama of pertinency and point of view on a very real live issue; in television that is reason enough for cheers. It doesn't happen very often.

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Mr. Douglas portrayed the business man with immense conviction and persuasion, conveying first the executive's frustration and anger and finally the man's determination to fight back. Mr. Begley was no less fine as the politician who cannot see why a little political wrangling should impair friendships. Russell Collins, as the old Washington hand who has seen business men come and go, was exceptionally good. As the unseen President, Luis van Rooten was very effective and dignified. Others in the supporting company were uniformly first rate.

Robert Mulligan's direction had almost the vividness of a newsreel and Herbert Brodkin's production was exceptionally well detailed.

Melvyn Douglas as he appeared in "Thunder in Washington"

Rodgers, Hart Musical

THE casting of Cyril Ritchard as General Howe and Cornelia Otis Skinner as Mrs. Murray made for some pleasant and amusing moments in the Max Liebman presentation of "Dearest Enemy" on Saturday evening over Channel 4.

"Dearest Enemy" is one of the earlier musicals (1925) on which Richard Rodgers and the late Lorenz Hart collaborated, and it was not exactly their sturdiest effort. Especially as diluted and presumably sanitized for TV, the book also hardly sustains the sprightliness with which it begins. The last half hour or so Saturday night was pretty labored.

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As the pleasure-loving Howe, whose preoccupation with rebel ladies and victuals enables General Putnam to join forces with Washington on Harlem Heights, Mr. Ritchard had himself a characteristically spirited evening. In song, dance and word his stylish, tongue-in-cheek cavorting was good fun, exactly the attitude needed to impart modern life into a vintage musical. Unfortunately, his part for all practical purposes ended rather earlier than the play.

In the role of Mrs. Murray, whose hospitality makes the general appreciate a recess in battle, Miss Skinner was delightful in her duet with Mr. Ritchard of "Old Enough to Love," a not inconsiderable accomplishment for one a little unaccustomed to singing and dancing. In other respects Miss Skinner seemed rather reserved and formal. A bit more of a twinkle in the eye perhaps would not have been amiss.

Anne Jeffreys as Betsy, Mrs. Murray's niece, and Robert Sterling as Captain Copeland efficiently carried the secondary love story and rendered the musical's best popular number, "Here in My Arms," most becomingly.

As a production, "Dearest Enemy" in color was something definitely to be seen. The gavotte staged in Mrs. Murray's ballroom, with its ensemble view of the red coats of the British soldiers and the evening gowns of the American maidens, was especially beguiling. J. G.

'See It Now' Scores

IN turning their attention yesterday to the subject of national education problems, Edward R. Murrow and Fred W. Friendly might have seemed to be entering an area less exciting and interesting for television purposes than some of the lively issues they have explored previously.

But soon after the ninety-minute program, entitled "Ballots at Bear Creek: An Educational Western," began on Channel 2, it became obvious that an absorbing topic was being treated in graphic, fascinating style. For virtually the entire presentation, "See It Now" again was performing a notable service for its viewers.

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To focus attention on the nation-wide crisis in education, involving increasing student population and shortages of teachers and school facilities, the program's cameras went early this month to Jefferson County, Colorado. There, a warmly contested bond issue that would provide for expanded school facilities and increased pay for teachers was being voted upon.

The program filmed debates on the question, the actual voting and glimpses of modern and outmoded school houses in the area. Jefferson County, of which Bear Creek is one small precinct, is situated in the Rocky Mountains west of Denver. Out of its rapidly growing total population of 85,000, 19,000 pupils attend its schools. Ten years ago there were only 6,000 pupils.

The arguments for approval of the bond issue were expressed by several of the county's citizens, including an earnest young Presbyterian minister. Speaking from his pulpit, he told his congregation that three times as much money was being spent for liquor and five times as much for recreation as the amount devoted to education in the nation.

Farmers opposing the burden of increased taxation, and a banker who deplored "frills" that were taking education "too far to the left" were among the opponents of the measure. The campaign included parades and pep rallies by students backing the bond issue. Its eventual passage by 5,044 votes to 2,053 was reported from election headquarters by Mr. Murrow.

•

Lively sidelights included a face-to-face denunciation of a young member of the School Board by three women living in a mining area. These opponents felt that the old rural school facilities were preferable to the modern educational system. Mr. Murrow was present as one of the women unequivocally gave her opinion of the intrusion of "slickers" from New York into the dispute.

During the last twenty minutes of the program Senator Lister Hill, Democrat of Alabama, and Representative Ralph W. Gwinn, Republican of New York, discussed Federal aid to education. Their debate produced some of the most disorganized, two-way soliloquies since the Army-McCarthy hearings. Senator Hill did most of the talking. Congressman Gwinn apparently was at a disadvantage because of his determination to stick to the subject.

•

In place of commercials, "See It Now" provided interesting views of modern school buildings in Texas and teachers' aides at work in classrooms in Bay City, Mich. Although the absence of commercials can hardly be deplored, it is ironic that the program should not have attracted sponsorship. Television was being utilized splendidly for an admirable purpose in this visit to a county in the Rockies. J. P. S.

Melvyn Douglas Stars As Harried Executive

Ambitious Program

"CAMERA THREE," the Saturday afternoon program seen on Channel 2, has begun its most ambitious undertaking — an eight-part dramatization of Feodor Dostoeyvsky's "Crime and Punishment."

It is unfortunate that the first installment of the classic was presented as the Army and Navy football teams were being seen on another channel in their exciting contest at Municipal Stadium in Philadelphia. For it is likely that even some of the most devoted admirers of the psychological novel abandoned culture temporarily to watch the cadets upset the midshipmen.

•

In the next seven weeks it might be well worth their while to rededicate themselves to learning. Judging by the first installment, "Crime and Punishment" on TV should be a rewarding experience for reviewers.

The austere techniqe used by "Camera Three" in all its presentations was particularly effective for this production. The simple setting, utilizing a few ladders, a table and a stool, with no hand props, enhanced the mood of the story, as Raskolnikov grappled with his conscience while contemplating the murder of the woman pawnbroker.

Gerald Sarricine, as the brooding Raskolnikov, and Howard Winston, as the despairing Marmeladov, gave fine performances. The acting of some of the minor characters lacked finish, but this circumstance did not seriously affect the general high quality of the program.

The use of a super-imposed picture to convey simply but forcefully the theme of Raskolnikov's symbolic dream about a horse being beaten by drunken peasants was one of the high points of the presentation. Robert Pearson's unobtrusive and readily understandable commentary was fine, too.

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The dramatization, presented by WCBS-TV and the New York State Education Department, was directed by Frank Moriarty. Dr. Ward C. Bowen was advisory consultant and James Macandrew the moderator. It should be emphasized that the first installment did not progress far enough to reach the heart of the story. Raskolnikov's actual crime and his pursuit by Inspector Petrovitch are yet to be introduced. Some fascinating dramatic moments should lie ahead on "Camera Three." J. P. S.

1CH110 - Volume 1

RECORDS: HISTORY

Outstanding Voices of an Era Brought Together in a Dramatic Album

By HOWARD TAUBMAN

THOSE of us who spend a large part of our lives with music know that the ear alone can be a matchless agent for evoking memories of all kinds and for inducing emotions too deep for words. Music, of course, need not be the only medium for stimulation through the aural sense. A voice of one we remember with affection or loathing, the sound of the wind whispering through the trees, the surge of the sea, the roar of cannons, the rumbling of wheels, even the brief moment of silence that follows one of these sounds may be enough to stir deep feeling.

You cannot help but be moved by the voices and sounds that come from the five twelve-inch disks of Columbia's new *I Can Hear It Now*. For here is an aural history of highlights of the years 1933 to 1945. Here in clipped newsreel fashion you get quick flashes of sound, enough suggestion of the great events of a troubled and epic time to goad the memory to fuller recall. Here, in short, though you may not have been one of the prime actors, are the years of your life.

Scrapbook of Sound

The album was prepared by Edward R. Murrow, whose voice as a searching and honest newscaster is linked for most of us with many of these events, and by Fred W. Friendly, radio producer-writer. With considerable assistance, they spent the better part of two years in what they call "a labor of love" listening to more than 500 hours of old broadcasts. More than 100 hours of memorable material were transferred to magnetic tape, and from this rich "scrapbook of sound," as the writers of this album call it, the forty-five minutes of the volume were put together.

Mr. Murrow is the narrator, and his comment not only holds the parade of aural history together but adds dignity and meaningfulness to the album. Naturally, each listener will wish that some favorite recollection of his own had been granted more attention, but the objective listener will have to admit that the editors and writers have done an outstanding job.

It will be impossible to give more more than a hint of what each of the ten sides holds. The album begins with Will Rogers' wry remark, made in 1935, that "you hold the distinction of being the only nation in the history of the world that went from the poorhou[illegible] around today, he might add that you might also get there by trying to buy a new one.

Then comes that most familiar of all voices for Americans of our generation, Franklin D. Roosevelt, telling the nation on March 4, 1933, that it has "nothing to fear but fear itself." President Roosevelt appears again and again, until you hear him for the last time, in a voice that has lost its ring and zest, explaining why he finds it more comfortable to report on Yalta to the Congress while seated instead of standing and wearing his heavy braces.

Abdication

Huey Long, whose voice does not give the impression of villainy that Adolf Hitler's does—you hear Hitler later on accompanied by the harrowing "Sieg Heils"—is followed by the hushed voice of the Duke of Windsor explaining why he has abdicated the British throne.

Some New Yorkers will draw special warmth from the high-pitched belligerence of His Honor, Fiorello H. La Guardia, telling the "ward heelers" that he can beat them on "a laundry ticket." Then there is Alfred Landon, followed by F. D. R. predicting our "rendezvous with destiny." John L. Lewis' bitter, Biblical tongue lashes those who have deserted labor, and an almost hysterical broadcaster watches the zeppelin Hindenburg go up in flames at Lakehurst, N. J.

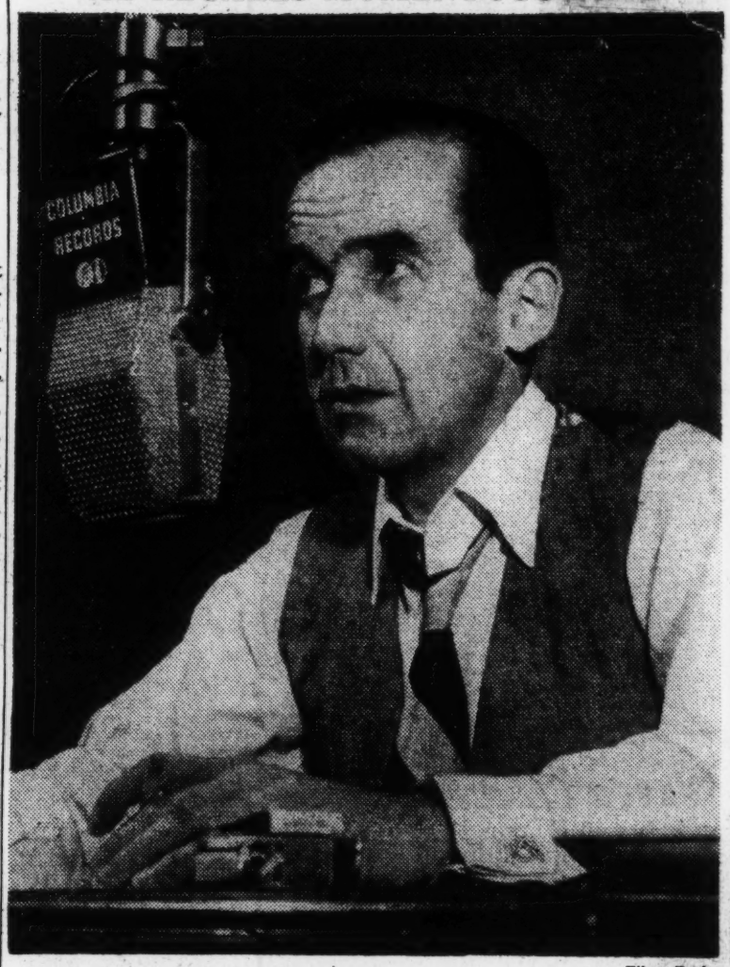
The time turns to Munich. The soft voice and subtle reporting of William L. Shirer are followed by Neville Chamberlain saying that he has been assured by Hitler that Germany, after the Sudetenland acquisition, has no further territorial aims. Then comes the voice of Hitler haranguing Eduard Benes. There is a flash from the Yankee Stadium when Joe Louis got even with Max Schmeling; Mr. Murrow calls it the Nazis' only defeat of the year. And from the same stadium, a year later, you hear Lou Gehrig stepping down and saying he has so much to live for.

Then Munich

The fourth side ought to be required listening for some. It contains not only a report of the invasion of Poland and some attention to Italy's entry into the war, including the barking of Mussolini, but moments from the debate on neutrality, including Charles A. Lindbergh's speech to the America Firsters that we were not endangered.

On side five F[illegible]nce goes down, [illegible]es Ch[illegible]lain Another [illegible] The

HE RECALLS MOMENTOUS TIME



Eileen Darby

Edward R. Murrow, who serves as narrator in an album of history.

Winston Churchill, appears for the first time.

On the sixth side the Presidential campaign of 1940 is recalled, and you hear both candidates, Wendell Willkie and F. D. R. You also hear John Daly's breaking into a New York Philharmonic broadcast with a news announcement; the date was Dec. 7, 1941.

If you wished to be captious, you would complain that the narrative does not follow strict chronological sequence. The Nazi invasion of Russia might well have been inserted in its proper place, instead of on a later record when you hear the uninflected voice of Marshal Stalin speaking on Nov. 7, 1941.

There is more of this shuttling back and forth, although there is sound dramatic reason for it. On the seventh side you have the United States declaration of war followed quickly by the tremendous impact of D-Day, with voices in many tongues proclaiming the imminent liberation. Outstanding here is the calm, firm tone of General Dwight D. Eisenhower.

The political campaign of 1944, as well as D-Day, the Russian part in the war and Yalta are memorialized on the eighth side. On the ninth are the death of F. D. R., and the extraordinary impressiveness of Arthur Godfrey's account of the funeral procession in [illegible]

President, Harry S. Truman; the German surrender and the opening of the San Francisco conference are covered here.

On the final side you hear Chaplain William Downey saying a prayer at Tinian before the take-off of a plane called the Enola Gay on Aug. 6, 1945, bound for Hiroshima. President Truman on atomic energy, the Japanese surrender, the voice of General Douglas MacArthur and an epilogue by Mr. Murrow bring the album to an end.

As you listen and your heart and mind are flooded by the memories of agony and hope of those years, you feel that recordings such as these, if heard by enough people, might help to restore the resolution of the fighting, troubled days that no effort shall be too great to give the world surcease from other tragedies, even greater than the last one.

NEWS OF TELEVISION AND RADIO

SUNDAY 2-21-N.Y. TIMES.

Murrow Returning on a Full-Time Schedule In July—Items

By VAL ADAMS

EDWARD R. MURROW has lived in a shadow of speculation since he began a year's leave of absence last July from the Columbia Broadcasting System. One question has been whether he will return to the C. B. S. staff. In answer to a query relayed to him by a New York Times representative in Tel Aviv last week, the commentator replied that he would "be back on a full [C. B. S.] schedule July 1."

Mr. Murrow said he did not know what his schedule would be. It was learned, however, that the network news department here expects him to appear on from eight to ten "C. B. S. Reports" next season. This is the series of one-hour television programs analyzing a major development or long range issue.

Mr. Murrow will not resume his five-times-a-week radio news program, but is expected to be heard on radio once a week, probably on Sundays. The first program in the news series, which may be analytical in nature, is tentatively scheduled for July 3.

After the commentator leaves Israel he will visit India. He expects to make his way back to New York by way of Tokyo and possibly South Korea. Even if Mr. Murrow hasn't obtained that Navy commission, he certainly is seeing the world.

9.

Mrs. Roosevelt Praises Negro Women's Leader

By ELEANOR ROOSEVELT.

Friday night I went to a meeting held in a Brooklyn church by the Brooklyn Council of Negro Women, which is affiliated with the rapidly growing National Council of Negro Women. The Brooklyn group, established only a year ago, already has a considerable membership.

Mrs. Roosevelt.

Mrs. Mary McLeod Bethune, whose presidency of the national organization ends this year, came from Washington and brought the kind of inspiration she alone seems able to give. I think her own achievement has given her a faith in the possibilities that lie before the people of her race, and she really sees no difficulties because she has overcome so many. Mrs. Bethune told us she is 74 years old; and I could not help hoping that, if a reached that age some years from now, I would have as much faith in human beings and in their powers of achievement.

* * *

A woman from the Israel delegation spoke on human rights in Israel, and a women from Liberia spoke of that country's hopes for the future with the development of education. There was also some lovely music.

Although I got home late, we were up early Saturday and on our way to Hyde Park.

In the late afternoon Mr. and Mrs. Ed Murrow arrived and we took them down to dine with Sarah Blanding at Alumnae House before going over to the chapel at Vassar, where Mr. Murrow spoke under the auspices of the Dutchess County Council on World Affairs.

* * *

In the question period afterwards, some asked whether, on CBS, he would have said all the things he said to us there. He gave a good answer, I thought, when he said: "When you are broadcasting every day and speaking for a sponsor, you have an obligation to report the news. But you cannot force upon the people your opinion in the way you can when you come once in a long while to look upon an audience in the face and really give them your own ideas."

Mr. Murrow told us someone had once said that a speaker should always try to say one new thing to his audience, so they would have one original thought and new points of view, drawn from his travels and his close watch at first-hand of historic situations. It was a wonderful opportunity for the members of the association and, particularly, the Vassar students, who came in large numbers even though it was a Saturday night.

FOR FALL HOUSECLEANING

Housewives! Here's a work-saving housecleaning threatens to get y ready to give you a lift with the he So easily—and so quickly, to harried housewives with its quali

• Curtains • Drap

THE NEW YORK TIMES,

TV: Some Political Spice

Nixon's Willingness to Meet Kennedy in Debate Seen Enlivening Campaign

By JACK GOULD

THE forthcoming campaign between Vice President Nixon and Senator John F. Kennedy apparently will include face-to-face debate on television. Such a step should add immeasurably to interest in the campaign.

In an interview last night with Edward R. Murrow and Walter Cronkite over the Columbia Broadcasting System, the Vice President said that he was agreeable to a debate with the Senator, who had previously forecast that possibility.

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The expected Republican nominee stressed, however, that the details would have to be worked out so that there would be intelligent and serious discussion of the issues. He did not, he said, want to see a debate disintegrate into a choice between personalities.

There is reason to assume that Senator Kennedy will be equally interested in assuring that the debate be conducted along such lines. In his appearance with Senator Hubert H. Humphrey during the Democratic primary in West Virginia, both the Massachusetts Senator and his colleague from Minnesota traveled the high road of TV.

Speaking to Mr. Murrow, the Vice President indicated that it would be up to the networks to start thinking of a format that would put chief emphasis on problems rather than personalities.

The bipartisan support for TV debate would seem to assure early action by Congress to suspend certain provisions of Section C-315 of the Federal Communications Act that would make such discussions impractical at the moment.

Under the law as it now stands, were the Vice President and Senator Kennedy to receive free time to debate, similar opportunity would [illegible] be granted to Lar[illegible] [illegible]icago's perennial can-[illegible]'or everything, and [illegible]'her splinter-party [illegible] pending in Con- [illegible] enable the net- [illegible]vent just th[illegible] [illegible]dates who have [illegible] of election. [illegible]es of the [illegible] debate as well as the suspension of parts of Section 315 should have a variety of constructive influences on the campaign.

For one thing, in the past the parties and the candidates themselves have exercised practically a dominant control over coverage of politics by TV. When purchasing time for speeches or synthetic press conferences, the campaign managers have known in advance what would be said on TV. The whole medium was generally regarded as a platform to be rented as necessary.

Because of the financial consequences of having to give equal time to dozens of candidates, the networks themselves also seldom indulged in independent reporting of the campaign. All in all, TV of the past often was basically just a medium for distributing authorized speeches.

In the matter of debates, the West Virginia format might be profitably copied on a national basis. In that engagement a panel of newspaper men posed the questions to be discussed, with the participants carrying on thereafter. Such a format has the virtue of assuring that the debaters will talk to the point of major interest.

As Robert W. Sarnoff, chairman of the National Broadcasting Company, noted yesterday, one thing the politicians do have to learn is how to use TV time most constructively. The waste of time at the conventions has been indeed appalling and should not be repeated in the campaigns.

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Necessarily, much of the campaigns will consist of features that do have their continuing value in enabling a candidate to develop his thoughts. But this fall the world of politics will be coping with a new factor in TV: more reporting of political news by the networks.

The current intense convention rivalry among the networks, particularly C. B. S. and N. B. C., undoubtedly will carry over into the campaign itself once the limitations of Section 315 are voided.

In short, the campaign will not only feature a new cast of candidates but production also is going to be different and certainly more lively.

MUTILATED PAGE (s)

JACK O'BRIAN SAYS:

Orwell That Ends Well

Jack O'Brian

It was like a mechanical-monster movie; or George Orwell's "1984."

At 7:04 p.m. last evening ABC's Univac computer said odds in favor of Dick Nixon's triumph were ten to one that the Vice-President would take 275 electoral votes to Sen. Kennedy's 103. CBS-TV's IBM computer on the basis of one tenth of one per cent of the national vote chattered metalically that Nixon would win with 480 electoral votes. At 7:35 p.m. CBS-TV's IBM machine gave Nixon 459 electoral votes.

NBC's RCA-501 computer stood alone with its mechanical confidence in Kennedy straight through the night, starting as early as 7:45 p.m. By 7:30 p.m. ABC-TV had switched off its machine-made Nixon victory to give its TV time to Bugs Bunny and "Rifleman," a cowboy series starring Chuck Connors.

By 8:12 p.m. CBS-TV's IBM machine changed its mind and on the basis of four per cent of the total vote then in, shifted its odds to 11 to five that Jack Kennedy would win. RCA-501 stood its electronic ground. At 8:20 p.m. it offered odds of 6.3 to one that Jack would cop the race. It even projected the popular vote to 51.1 per cent for Kennedy to 48.9 for Nixon.

When ABC returned to the 20th Century at 8:30 it started to check its gizzmo guesswork and shifted over to man-made opinion from its man Louis Bean, who said flatly Kennedy would win between 51 and 53% of the popular vote. Later ABC's Univac corroborated Mr. Bean's opinion. It also had been Bean's opinion two days earlier, when the Univac hadn't one official fact in its head.

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THAT'S THE WAY the evening went, all gadgetry and gizzmomanship, commentators waiting around for figures to blink portentously; except for Louis Bean; and over in Ch. 9, one Sam Schaefer at 8:30 p.m. stated with the same assurance as Louis Bean that Jack Kennedy would win by 404 electoral votes.

It was early, of course, to suggest this was a moment of truth when uttered by man or machine; but both seemed equally cool, detached, uninvolved.

The figures swirled into view so fast that once when Walter Cronkite was in process of uttering a lone statistic, his computer's figures shifted three times on the IBM totals behind him.

It was a night of organized lunacy, man against machine, man with machine, and always machinery dominating everything.

BETTY FURNESS
Bowing Out

Unlike the conventions, TV's dependence was less on men than on figures; more on magic brains than on the personalities of David Brinkley vs. Walter Cronkite or Edward R. Murrow vs. Chet Huntley. In fact, Murrow wasn't there; he was too ill (pneumonia) to work.

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IT WAS A machine-made stream of politics. NBC was doing the neatest sustained job, its figures plainer, simpler, less chaotic. Not much need arose for a Brinkley mot, for unlike the long empty stretches of the conventions the election results had become so fantastically pressurized as to defy casual jokes.

Walter Cronkite's earnest style was fine. John Daly's dogged attendance to facts brought ABC respectable comparison to the other networks with larger staffs and bigger budgets.

NBC's Old Pro Bill Henry also reported in ill with incipient pneumonia in California. Herb Kaplow was summoned to replace Bill in the Nixon backyard. While NBC's RCA-501 was stating explicitly its continuing confidence in Kennedy's lead by offering seven to one odds on the senator's triumph, CBS-TV's Howard K. Smith was hedging on the potency of the IBM machine's figures and said it was a tossup, possibly an electronic-gentleman's gesture to keep a machine from starting a bandwagon in the Far West, where voters still had hours to choose a president.

At 9 p.m. the RCA-501 offered 22 to one that Kennedy would take 349 electoral votes to Nixon's 188. At 9:15 Walter Cronkite said Jack Kennedy was having dinner with his family, Mr. and Mrs. Morton Downey and sportsman Carroll Rosenbloom, as Sen. Henry (Scoop) Jackson was making an appearance with just as much confidence as RCA-501, and far more good naturedly, while Leonard Hall was denying a "trend," suggested someone toss the "computers into the junkpile" and forecast a Nixon victory. Huntley-Brinkley smiled in tandem, solicitously.

ABC kept holding its own so far as news was concerned, although the National Arbitron ratings reported the big audiences went to NBC by a wide margin: Said ARB, NBC had 30,450,000 viewers to 20,925,000 for CBS and 11,750,000 for ABC; NBC-TV had almost as much as the other two networks combined for the 7:30 to 9:30 p.m. period.

Worst news of the night was that Betty Furness was retiring from the kitchen, probably had pulled down her last lever on a refrigerator; on TV, anyway.

At 11:45 p.m. John Daly rushed in where Brinkley, Huntley, Cronkite and TV generally dreaded: John stated flatly Kennedy was in.

Pres. Eisenhower apparently believed John Daly; he went to bed. So did Henry Cabot Lodge.

By midnight the doughty RCA-501 zoomed its odds to 333 to one that Jack Kennedy was ready to move to 1600 Pennsylvania Ave. The only reason the odds didn't go higher was that modest old 501 didn't have a digital capacity to reckon odds higher than 333 to one. Old 501 said Kennedy's popular vote would be 51.9 to 48.1 for Dick Nixon, the electoral vote edge 339 to 199 for Jack.

Chet Huntley offered some cross-channel charity to wish Edward R. Murrow quick convalescence from his pneumonia. At 1:20 a.m. RCA-501's "trainer" Richard Harkness said his sealed, trained, and tame magic brain still was offering odds of 333 to one on Jack Kennedy. No money; just odds.

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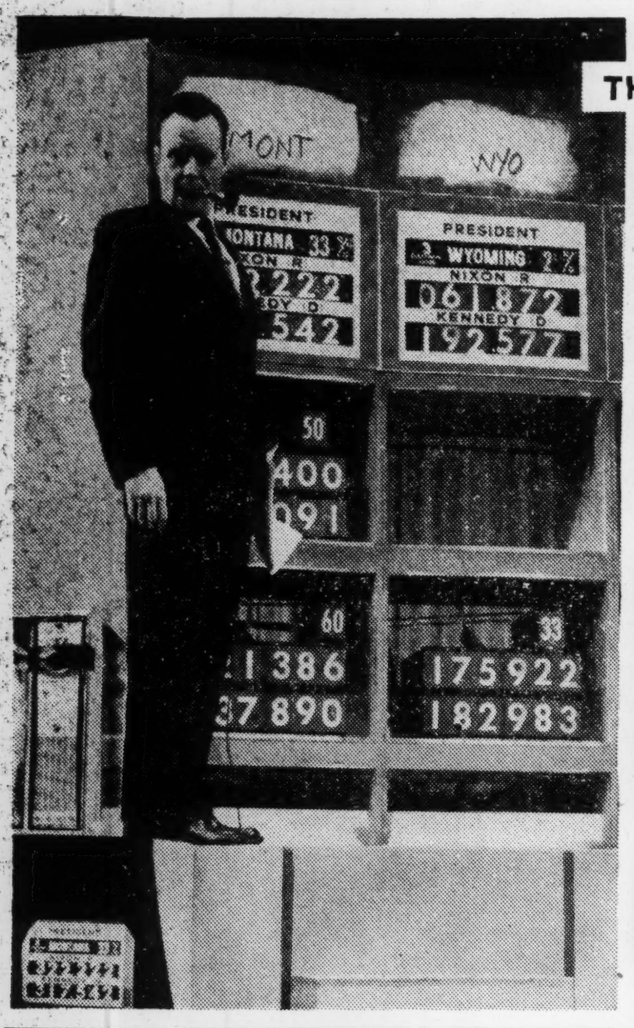
THE TOTAL viewers watching three networks topped 62,000,000. Uncounted (by ARB, anyway) others could view their old movies and politics, too, as local channels cut in with regular five-minute news inserts; others showed strips across the bottom of the movie action announcing the pertinent figures.

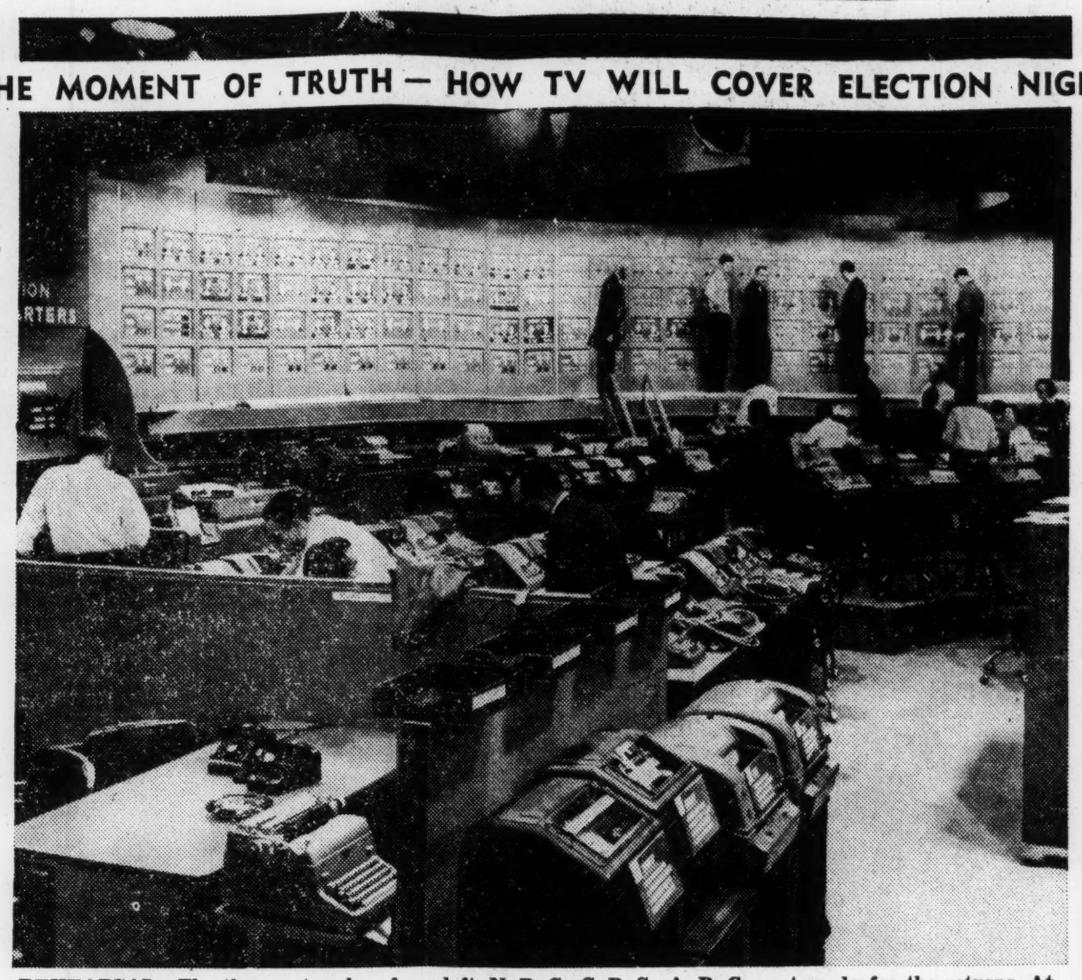
At 3 a.m. today the TV industry discovered (Via National Arbitron nosecount) that the tense, exciting presidential fight had gathered the largest total of TV homes ever tuned in to a single TV event on all networks—33,000,000. (There are 45,000,000 "TV homes").

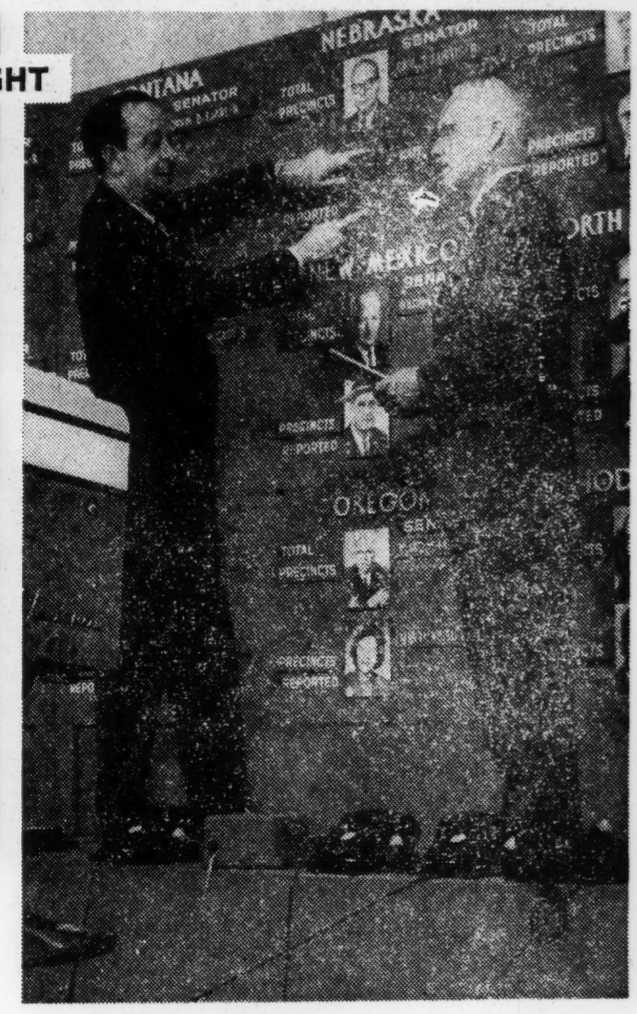
This figure "projected" to 80,000,000 persons viewing the "show." Of this, said ARB, NBC lured more than half the total of network viewers all through the evening, meaning more than CBS and ABC combined.

And as these last few words were dashing off to press, only ABC's John Daly, NBC's RCA-501 magic brain, stubborn to the finish, were stating flatly, officially and finally that Sen. John F. Kennedy would inherit Ike's lease for the next four years.

THE MOMENT OF TRUTH — HOW TV WILL COVER ELECTION NIGHT







REHEARSAL—The three networks—from left, N. B. C., C. B. S., A. B. C.—get ready for the returns. At left, Merrill Mueller. Center, the C. B. S. election headquarters. Right, John Daly and Quincy Howe.

STATE OF CHILDREN'S TV SHOWS

By JACK GOULD

'Family Classics' Is Reminder of Need For Better Fare

IF reports from several suburban libraries are accurate, the recent two-part presentation of "The Scarlet Pimpernel" had a happy sequel: after watching the video adaptation with Michael Rennie, Maureen O'Hara and Zachary Scott, a number of youngsters decided to read the full novel.

Admittedly the enthusiasm of students to supplement their viewing with reading may have reflected a touch of alert opportunism; there is nothing quite like a two-hour dramatization of a classic to give one a head start on a book report that is overdue anyway.

But "Family Classics," which intends to follow "The Scarlet Pimpernel" with a dramatization of "The Three Musketeers," should prove to be one of the more welcome innovations of the season. At least it is a step, however limited, toward an awareness of the relationship between the younger viewer and the home screen.

Indeed, it is at once both odd and disconcerting to realize how the subject of children and television, once the most hotly discussed aspect of TV, has tended to be forgotten with the passing of the years.

To be sure, Captain Kangaroo and Shari Lewis seem to have survived a high rate of attrition in qualitative programing for young viewers. But on a national scale, half-hours of cartoons and the rough-housing of "The Three Stooges" apparently predominate.

Commercials

The primary explanation, of course, is that the inexorable laws of advertising have been allowed to become a governing standard. Because a children's program by its nature may not attract some adults, the field automatically does not appeal to many sponsors anxious to woo a maximum number of potential customers.

And another influence on children's programing is the critical sophistication of the youngsters. They are apt to prefer programs intended for what producers regard as the television adult, and certainly their age poses no handicap in comprehending the plots.

It has been reasonably suggested, accordingly, that better programing for children will come only when there is better programing for adults. But even if there were a marked rise in qualitative shows, would it be a determining factor affecting the question of children and television?

There is reason to think not. Under the best of circumstances, especially in a city with seven stations, the young viewer always will find less wholesome fare no matter what one particular broadcaster may present at a given hour. As a consequence, the problem of TV probably rests much more with a parent than with a broadcaster.

Surveys

Ever since the beginning of television there have been countless surveys offering assurances that TV has not disrupted the lives of youngsters or adversely affected their academic accomplishment. The good students are still good students, the surveys conclude, and the poor students would be distracted by something else if there were no TV.

But if this were the case, then it is doubly puzzling why so many teachers in different parts of the country are genuinely and earnestly concerned over the effects of television, not so much because of its subject content but because of its larger hypnotic influence.

The teaching profession in large measure has overcome what initially was a rather widespread prejudice against TV; many instructors are making increasing use of special programs as a source of supplementary material.

But, nonetheless, one hears constantly of teachers who believe that only now is the full effect of video beginning to be felt in the classroom, especially in the younger grades. Several have advanced what is an interesting new concept of the "television generation." The phrase traditionally has been applied to young people whose formative years have been passed under the influence of TV. But now after twelve electronic seasons—many in this group themselves are becoming parents and are passing along their own viewing habits to their children.

Obviously, it is not wise to generalize where children of all ages are concerned, but in random conversations with teachers it is striking how many believe there is some connection between lack of application and the ready-made diversion constantly available through television. The teachers are realists enough to know that the world is going to have to live with TV; indeed the sheer popularity of the medium apparently has curtailed their inclination to discuss its effects more openly, if only because casting any reflections on parents can invite unpleasant reprisals.

Rather than theorize, however, a teacher last week suggested that there is a way for any family to test just how much it may be affected by the TV age without really knowing it. This is to summon the will power to disconnect the TV set for a minimum two-week period—and preferably for a month—in order to interrupt completely the cyclic pattern of the TV habit.

Research

If there is more reading by all members of the family, if there is greater joint participation in a common activity, if there is a stimulus to conversation, if the younger child invents his own pastimes as a substitute for TV, if his interest in other pursuits significantly rises, then it is obvious that video may be having a substantial influence on the child, an influence dwarfing in importance what he may chance to see on the screen.

One wonders why an independent educational or research organization could not conduct such a test on a reasonably substantial scale. At least the comparison of a household "with" and "without" television could be extremely useful to educators, parents and broadcasters alike.

As one teacher remarked last week, "the TV problem, at least from our standpoint, pops up too often to be taken for granted, but that is what we seem to be doing at the moment."

PARADES FROM THREE CITIES

Gigantic helium-filled animals and other attractions of Thanksgiving Day parades will be brought to the television screen by two networks. The National Broadcasting Company will cover the Macy parade in New York from 11 A. M. to noon on Nov. 24. Portions of the same event as well as the Gimbel parade in Philadelphia and the J. L. Hudson Parade in Detroit will be shown by the Columbia Broadcasting System from 10 to 11:30 A. M.

NEWS OF TV AND RADIO

By VAL ADAMS

"HARVEY," the Mary Chase comedy about an invisible rabbit and his close friend Elwood P. Dowd, will be repeated next month by "Du Pont Show of the Month." It marks the first time Du Pont has elected to repeat a show.

The play, which stars Art Carney as Dowd and Marion Lorne as his fluttery sister, Veta, is scheduled for Dec. 13 from 8:30 to 10 P. M. over the Columbia Broadcasting System network. First televised on Sept. 22, 1958, "Harvey" obtained an exceptionally high rating among all TV shows—the highest, in fact, that the Du Pont series has registered.

The supporting cast includes Loring Smith, Larry Blyden, Elizabeth Montgomery, Charlotte Ray, Fred Gwynne, Ray Bramley, Jack Weston, Katherine Raht and Ruth White.

David Susskind, executive producer of the Du Pont series, denied that "Harvey" would be repeated because no suitable new show could be found for December. He declared "Harvey" was a "light, gay and warm show" most appropriate for the Christmas holiday season.

"Harvey" had much favorable publicity immediately preceding its presentation two years ago. In an unusual move deemed to be an experiment, professional critics were permitted to see a preview and publish full-fledged reviews the day of the telecast. Some critics raved about the show and urged all set owners to tune in that evening.

In a gesture of humility, Mr. Susskind said after the returns were in that Du Pont's increased rating could be attributed only to the critics' preview. He recommended that previews become an integral part of television operations. Since then no sponsor or network has permitted critics en masse to preview a show and publish reviews in advance.

STATE RIGHTS: A radio and television writer named Michigan Kroll is writing a program titled "To New York With Love" for station WABC-TV. It will go on the air Nov. 15 at 7 P. M.

Anyone who accepts the name Tennessee Williams but questions the name Michigan Kroll will be told by Miss Kroll that it is her legal name and that she has a daughter, now married, whose maiden name is Michigan Kroll Jr. The junior Michigan lives in Vermont.

The senior Miss Kroll began using the name Michigan about fourteen years ago. Before that she was Mary Jane Kroll and worked as director of women's programs for C.B.S. As to why she made the change, Miss Kroll explained:

"Mary Jane is fine if you are either 8 or 80."

At one time she thought of organizing a State of the Union Club, which would have included persons such as Mr. Williams, Nevada Smith, Florida Friebus and a fellow she read about in Variety named California Carson. Miss Kroll gave up the idea after encountering dozens of women named Virginia but no West Virginia.

Miss Kroll was born in Detroit. At birth she was christened Maricha Jan Krol Krolikowska.

CIVIL WAR: Two years ago the National Broadcasting Company announced that Dore Schary would produce five ninety-minute Civil War programs to be televised during the 1961-62 season. It was learned last week that N.B.C. has all but abandoned the project for lack of sponsor interest.

Mr. Schary, whose series was to coincide with the Civil War centennial, commissioned and obtained several scripts but no film has been made. It is understood the network still has hopes of presenting one program by Mr. Schary, but apparently this depends upon first selling it to an advertiser.

Although the Schary project is dormant, N.B.C. does have plans for another Civil War series in a fictional vein. "The Canfield Brothers," a one-hour drama program with a Civil War background, is expected to make its debut late in January. So far the series has no sponsor.

While networks seem to be making little headway with Civil War programs, there is a film series that has had much exposure on independent stations outside of New York. Titled "The American Civil War," it was produced last year by the Westinghouse Broadcasting Company and has since been distributed by the Trans-Lux Television Corporation.

STATION BREAKS: Eugene O'Neill's "The Iceman Cometh" finally has been scheduled by "The Play of the Week" in two two-hour installments. The first half will be televised over Channel 13 beginning Nov. 14 at 10:30 P. M. and the second beginning Nov. 21 . . . Edward R. Murrow will go to Quemoy and Matsu later this month to prepare a one-hour television report on the Chinese off shore islands . . . "Dan Raven," a new crime series on N.B.C.-TV, will be dropped early in January and replaced by two half-hour family comedy programs.

ELECTION RETURNS ON THE AIR

By JOHN P. SHANLEY

TV and Radio Stations Ready for Speedy Vote Coverage

FOR what may be the closest race for the Presidency of the United States in many years, television and radio are planning intensive coverage Tuesday night.

It is expected that, at or before 7:30 P. M., the three TV networks, American, Columbia and National, will drop all of their regularly scheduled programs to concentrate on election returns until sign-off time Wednesday morning.

The duration of the election telecasts will depend, of course, on the vote itself. If the contest between Vice President Nixon and Senator John F. Kennedy is as close as some political observers expect it to be, the broadcasters may be on the job until dawn Wednesday.

But, if either candidate obtains significant leads in key states early enough, a verdict could be transmitted to the television audience soon after the polls close.

There is a difference in the approaches of the three networks to their election programs. The C. B. S. philosophy, as expressed by Paul Levitan, director of special events for C. B. S. News, is: "This is the electronic year." To obtain its vote totals, the network will use the International Business Machines device called RAMAC (Random Access Method for Accounting and Control).

To project the tallies and forecast results of the Presidential, Vice Presidential, gubernatorial and Congressional races, C. B. S. will employ I. B. M.'s "70-90," an electronic computer. It is the same kind of device that has been used to chart the course of the Echo satellite, now in orbit 100 miles above the earth.

If enough significant returns are available, C. B. S. hopes to attempt a projection when less than 1 per cent of the national vote has been recorded.

C. B. S.

The television and radio election headquarters for C. B. S. will be located on West Twenty-sixth Street in a large studio where about 220 employes will be at work. Several hundred others will be employed in other parts of the nation. Comparably large staffs will be at work for the other networks.

Commentators for C. B. S. will include Walter Cronkite, Edward R. Murrow, Eric Sevareid, Douglas Edwards and Howard K. Smith.

During the last week, C. B. S. like its competitors has been checking its telephone circuits, its graphic-arts effects, designed to give viewers a clear look at the contestants and their votes, and the computation processes.

There will be no attempt by C. B. S. to try to compete with Chet Huntley and David Brinkley, the N. B. C. commentators who won widespread favor fo their perceptive and often witty interpretations of developments at the national conventions last summer.

N. B. C.

"We intend to report in the most meaningful way possible," a C. B. S. spokesman said. "Our aim will be swift, accurate coverage, providing the greatest legibility for the viewer."

On behalf of N. B. C., William McAndrew, vice president in charge of news, had this to say about the roles of the Messrs. Huntley and Brinkley and the networks' other commentators for Tuesday night.

"If an item is worth a smile, they will try to give it a smile. But this election is generally a serious story that will be reported in a serious vein."

There will be less use of electronic gear by N. B. C. this time than in some past elections, Mr. McAndrew noted. The network will have a Radio Corporation of America device in operation at 45 Wall Street. This machine, R. C. A. 501, will provide projections of returns. But in its main election studio, at 30 Rockefeller Plaza, N. B. C. will rely on human ingenuity plus relatively simple electrical devices.

"We have found that some of the electronic machinery is terribly sophisticated," Mr. McAndrew said. "What you really need on election night is a damned good adding machine. In the past, some of the electronic equipment, used as adding machines, actually slowed us down."

The principal N. B. C. commentators, besides the Messrs. Huntley and Brinkley, will be Sander Vanocur, Frank McGee, John Chancellor and Merrill Mueller.

A. B. C.

John Daly, vice president of news and public affairs for A. B. C., said that his network also would depend for most of its calculations on "a good, old-fashioned electrical system."

He said that the Remington-Rand calculating device called Univac would be used, in a separate operation, "to digest data and project on the basis of that data. We've got as good a data processing system as exists," Mr. Daly said. "We will announce a projected result, but we will brand it for what it is. It will be carefully qualified, indicating that it is 'interesting but not final.'"

Besides the hundreds of members of its regular staff, A. B. C. will be receiving reports on the election from a selected group of 600 teachers and students from colleges in eight critical states. They will cover individual election districts and will feed the information to the network in New York. The election studio will be at A. B. C.'s main building on West Sixty-sixth Street.

Radio

The A. B. C. commentators, besides Mr. Daly, will include Quincy Howe, Bill Shadell, John Secondari, Erwin D. Canham, John Rolfson, Paul Harvey, Robert Lodge and Don Goddard.

The network election programs will be sponsored by several advertisers.

Some of the commentators for the networks will be seen and heard from "remote" locations, such as Hyannisport, Mass., where Senator Kennedy will be spending the night. Here, the three TV networks will operate together in a pool arrangement.

Many independent television and radio stations also will carry frequent reports on election developments. There will be widespread coverage by the A. B. C., C. B. S., N. B. C. and Mutual radio networks.

Mutual, with its central control point located in Washington, will begin its election coverage at 8:05 P. M. Its "anchor man" for the broadcast will be Taylor Grant.

"THE ROARING 20's"—Donald May and Dorothy Provine in the series televised on A. B. C. Saturdays, 7:30 P. M.

"MY HEART'S IN THE HIGHLANDS"—Myron McCormick, left, and Eddie Hodges in a Saroyan play starting tomorrow, 8:30 P. M., "Play of the Week," WNTA-TV.

JAMBOREE—Dolores Gray stars in a political skit on "The Ed Sullivan Show" over C. B. S.-TV tonight at 8.

THE NEW YORK TIMES,

TV: Fine Studies of Nixon in Chicago

His Being Trapped by Crowd Vividly Shown

By JACK GOULD

THE physical ordeal of being caught in the midst of a crowd was vividly personalized yesterday afternoon in television's extraordinary coverage of Vice President Nixon's arrival in Chicago.

Through sustained close-ups, the face of the Vice President could be watched almost continuously as he was trapped in the center of the demonstration outside the Sheraton-Blackstone Hotel in Chicago. It was a rare study of a man obviously pleased by the reception organized by his supporters, but also concerned over the milling humanity in which he was encircled.

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On the screen could be seen evidences of fleeting apprehension and a momentary wilting under the strain. His relief at finally reaching the safety of his hotel could readily be appreciated by the set owner.

During the crush, the Vice President's daughters, Patricia and Julie, understandably seemed in a state of dismay. They appeared at once both excited and just a little afraid.

All in all, it was an unusual episode, which TV captured in remarkable detail. Even though it was the Vice President's wish that Chicago police should not hold back the demonstrators, witnessing the result was bound to make a viewer wonder if such a course is altogether wise.

Yesterday's routine opening session received relatively little attention from the networks, prime attention being given to a display of electronic wizardry in following Vice President Nixon's day, from his landing at the airport, his motorcade trip through the Chicago streets to his mid-afternoon news conference.

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Visually, the Columbia Broadcasting System, obviously determined to give the National Broadcasting Company a lively contest after the Democratic convention, had the lead. It had the best close-ups of Mr. Nixon throughout most of the day, and they afforded an absorbing portrait of the candidate in action—in a helicopter, in a car and at a news conference.

Aurally, there was a diverting battle between the networks. At the airport, C. B. S. alone managed to plant a microphone so that it could hear the conversation of the Vice President and his family; it provided the informal touch at which TV can be so adept. Not to be outdone, N. B. C. several times thereafter had a microphone at the right spot and right time and caught its rival mute.

Rumors that C. B. S. might introduce major innovations because of the success in the ratings of the N. B. C. team,

Cameras Capture His Pleasure and Concern

Chet Huntley and Dave Brinkley, proved unfounded, at least yesterday. But it was noticeable that the C. B. S. anchor men, Walter Cronkite and Edward R. Murrow, had adopted a more relaxed and easygoing tone; it was most becoming. Mr. Murrow contributed several quips to lighten some of the afternoon's more heavy-going interludes.

If C. B. S. catches on to the format of informality to relieve the serious moments of the convention and, perhaps more importantly, sharpens up its floor interviews, it could be nip-and-tuck between C. B. S. and N. B. C., albeit Mr. Brinkley at his best still is going to take quite a lot of catching.

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As a prelude to the convention, the networks, not to mention WNEW-TV locally, covered the speech of Henry Cabot Lodge, United States representative at the United Nations, before the world organization's Security Council.

Whatever the individual comparisons between the networks, they should not be allowed to obscure the larger over-all fact. TV may have its problems with quiz scandals and filmed repeats, but it also can render a highly important public service—and this summer it is doing so.

TV'S NEW CONVENTION LOOK

N. B. C.'s Coverage Demonstrates a Dash and Freshness That Rivals the Traditional Overlordship of C. B. S.

By JACK GOULD

A NEW cycle in television commentary may have been opened in last week's coverage of the Democratic National Convention.

The National Broadcasting Company's team of Chet Huntley and David Brinkley swept away the stuffy, old-fashioned concept of ponderous reportage on the home screen. They talked as recognizable humans, sprinkled their observations with delightful wit and were easily the TV hit of the week.

In a development that also marked something of a turning point in the annals of radio and TV, the Columbia Broadcasting System paid its rival the compliment of trying to follow suit. Edward R. Murrow was hastily recruited to be the conversational companion of Walter Cronkite, who traditionally had been the solo anchor man. Overnight they could not develop the facility of the N. B. C. team but it was another break with tradition.

Actually, television and radio have had a growing problem for some time in the realm of commentary. The use of the cathedral voice, rather loud, somewhat pretentious and reminiscent of the newsreel narrator, has been badly overdone. Individuality has been lost in a sort of broadcasting patois wherein innumerable commentators talk in precisely the same rhythm and self-consciously articulate their authority.

The proverbial pear-shaped punditry has tended to lead to smugness; it also has grown very tiresome. Naturalness, modesty and good humor have been long overdue.

Droll

The demise of the outworn and tedious Voice of Authority was evident only minutes after Mr. Brinkley and Mr. Huntley began their Los Angeles stint. Without sacrifice of the necessary serious concern for the hard news that is all too grave these days, they imparted a freshness of phraseology to their commentary that was a TV tonic of the first order. Quite possibly, Mr. Brinkley, with his droll remarks, was the most quoted man in Los Angeles.

And with the rise of Mr. Brinkley and Mr. Huntley, who, incidentally, also was in fine fettle, there also came to an end something of an era. The pre-eminence of C. B. S. in news coverage, which has been something of a tradition in broadcasting, no longer exists.

Not that C. B. S. isn't a first-rate class source of news via TV. But after many years in second place the old lady of Rockefeller Center has pulled up her skirts, showed some very genuine dash and, above all, acquired a sense of personality that once was the exclusive possession of C. B. S. news.

In alertness, in the sharpness of its floor interviews, N. B. C. had a noticeable edge. Indeed, the whole of its coverage was easily the most urbane. In a reversal of what was once the situation in broadcasting, it was N. B. C. rather than C. B. S. that held the initiative. Even the American Broadcasting Company, with John Daly at the helm, seemed to exude more confidence than Columbia.

The shifting trends in video news, of course, are not entirely discernible on the screen. Behind the scenes for some years there has been a growing tussle.

Robert E. Kintner, N. B. C. president, who used to be a newspaper man himself, for some time has been nettled over the lead of C. B. S. News. He has loosened the budget purse strings, pre-empted time and given the news department its head. In the four years since 1956, the staff has been substantially rebuilt. And a conscientious effort was made to build up the Messrs. Huntley and Brinkley not only as reporters but personalities.

QUENTIN REYNOLDS—Narrator of "Remember Us," a Channel 5 documentary to be seen tomorrow, 10 to 11 P. M.

C. B. S., whose president, Dr. Frank Stanton, also has been deeply concerned with news and public affairs, is still far ahead of N. B. C. in the area of documentaries. When "C. B. S. Reports" and Fred W. Friendly, producer, are at their best, they still leave the competition far behind.

Change

But the day-by-day operation at C. B. S. does seem to have lost some of its verve and incisiveness. Much of network's commentary copy has turned bland and not a little dull; the sophisticated bite of C. B. S. in large measure has slipped away. In an earlier day C. B. S. always had personalities whose opinions were eagerly awaited; last week none came to the fore very impressively, primarily because they apparently were not allotted an opportunity to do so.

In recent years there have been reorganizational changes in C. B. S. and a number of executive replacements. Certainly a viewer is in no position to question that greater internal efficiency may have been the result. But in the greater emphasis on "C. B. S. Reports" as a corporate entity rather than on individuals with whom a viewer can feel a sense of rapport, one wonders if perhaps some of the excitement and distinctive character of C. B. S. News had not tended to be blurred.

The convention political coverage, of course, is only half over; next week will see a resumption of the healthy rivalry at the Republican meeting in Chicago. N. B. C. has a measure of momentum on its side—its ratings were eminently satisfactory, to say the least, last week. But C. B. S. is not a network known for its willingness to stand still for very long, particularly when Dr. Stanton and Mr. Kintner are engaged in something of an intriguing battle of TV presidents.

The viewer on the sidelines, meanwhile, stands to benefit. Intensified effort to inform the set-owner could not come at a more opportune time.

Kennedy-Johnson Win a Break For Frank Stanton?

Los Angeles, July 19.

Would a victory of the Kennedy-Johnson ticket move Frank Stanton from Madison Ave. to Washington? It's a good question—but can't yet be answered.

Stanton would have been a virtual cinch for a Cabinet post or some other high echelon appointment if Sen. Lyndon B. Johnson had won the Democratic Presidential nomination and had been elected. The two men hold one another in the highest regard.

But Johnson wound up in the number two spot, and the November election is still to be settled.

Johnson certainly will extend every effort to influence Sen. John F. Kennedy's selection of top appointments if the ticket wins. But to what extent he will succeed remains to be seen.

Ironically, it was CBS which irritated Johnson the most in its spot news coverage of the Democratic National Convention. On the crucial night before the balloting began when Johnson and other candidates were throwing everything they had into the stop-Kennedy onslaught, CBS became the first and only network to report that Kennedy had the nomination locked up. The report was of such an exclusive nature that there is serious question whether it was true at the time it was televised.

Johnson's preference for CBS is well known (among other things, his wife's flagship station KTBC-TV, Austin, Tex., is a CBS affiliate). The tv sets in Johnston's Biltmore Hotel suite were connected with CBS, although he was having the other nets monitored elsewhere. And Johnson was outraged with the CBS claim that Kennedy was over the top.

'TV's Finest Hour'

Continued from page 25

cumulative loss of approximately $7,500,000—but all three webs are in agreement that it was money well spent, the recapturing of prestige and the confidence of the American audience more than compensating for the red ink inscriptions.

If the popularity polls and public sentiment in general gave Huntley-Brinkley the best of it, the fact remains that CBS anchormen Walter Cronkite and Ed Murrow, along with the whole corps of Columbia newsmen, plowed into their L.A. assignments for a wholly creditable job of relaying the big news story of '60 with an awareness and objectivity that was commendable. And if ABC went into the convention with a more limited news operation and a lower budget, none the less John Daly & Co. rate bows for the manner in which they kept pace with the NBC and CBS coverage.

Above all, television demonstrated anew its overwhelming impact on the American citizenry as the most vital, immediate, and searching of all communications media. There's no arguing that those best informed on the Demo convention were the people watching their tv sets. The newspaper coverage was dull-diagnostic; the tv viewer, in fact, was far better off than the convention delegate, for he not only learned more about what was going on, but he got it in sharper and more entertaining focus.

For this the tv networks worked round-the-clock, stayed on the air hour after hour (more than eight hours last Wednesday and early Thursday morning). It took more than 1,200 newsman, technicians and other broadcast representatives to do the job—but it was a contribution that helped enormously toward erasing the stigma of the past year.

The occasional fluff, the erratic quality of some of the pickups, the bad timing on some of the commercials and the once-in-a-while overaccentuation of the sponsor plugs (not to mention the boredom of so many of the speeches, for which tv can hardly be blamed) were, to be sure, every-night-in-the-week irritants. Yet in the final analysis they in no way minimize the alert, aggressive, knowing job of the three networks as the roving cameras in closeup studies and candid shots helped capture the drama, the comic relief, the apathy, the exultation and the heartbreaks of the L.A. powwow.

The one difference (but what a difference!) lay in Brinkley-Huntley.

SEE?

LAST SPRING, in response to the need for a well-informed America and to the demand for additional news and public affairs programs, the CBS Television Network announced plans for an important new series of hour-long documentaries to pre-empt regularly scheduled entertainment fare during prime viewing hours.

Tomorrow night between 10 and 11 pm (EST) you will be able to see how well these plans have been carried out when *CBS Reports* presents its opening program, "Biography of a Missile" with Edward R. Murrow. It is a clear, dramatic account of a missile's progress from blueprint to launching pad. Its objective is to give its audience a deeper understanding of the nation's momentous explorations of outer space. CBS News crews have been following the missile through every stage of development right up to its actual launching and have operated under an understanding with the Army and the National Aeronautics and Space Administration that the report would be broadcast on schedule whether the missile succeeds or fails.

The moment of launching provides one of the greatest moments of suspense in television history. We know how it came out but we're not going to spoil it for you by telling you now. You'll just have to see the broadcast. You'll hate yourself if you miss it.

Coming back down to earth, on Sunday, November 1st between 5 and 6 pm (EST), *Conquest*, the distinguished series of science programs, will inaugurate its third season on the CBS Television Network by throwing new light on what must certainly be one of mankind's oldest subjects of speculation—Mother Love. Professor Harry F. Harlow, a noted psychologist, reveals many fascinating and unexpected reactions of babies to their mothers, and presents some startling conclusions about this relationship based on a series of controlled experiments with monkeys.

Dr. Harlow, past President of the American Psychological Association, constructed a cloth mother and a wire mother for his experiments. You will see young rhesus monkeys responding to these surrogate mothers in ways that enable scientists to actually measure and define the mysterious but indispensable instinct of mother love.

Early this month *Conquest* received its most recent honors, when it became the only network television program to win the 1959 Howard W. Blakeslee Award of the American Heart Association, for its dramatic report on open heart surgery.

Television critic John Crosby has described *Conquest* as "the most interesting and sophisticated (science program) . . . I have seen. I mean simply that *Conquest*'s technique of discussing and explaining difficult scientific advances is being handled easily and colloquially and without any loss of precision. This is a very great feat."

Just how great a feat it is you will have a chance to judge for yourself by keeping your eyes firmly fixed next Sunday afternoon on the CBS Television Network.

CBS

WCBS-TV, channel 2 in New York

NEW YORK POST, WEDNESDAY, JUNE 15, 1960 9C

On The Air

By BOB WILLIAMS

The three TV networks are investing an estimated $18,000,000 in the coverage of next month's political conventions. Hundreds of employes and tons of electronic equipment will be put to work first in Los Angeles and then in Chicago.

"After the switch goes on at the Democratic convention in Los Angeles," said Paul Levitan, CBS director of special events, "it will take about one-fiftieth of a second for the picture to take shape on the screen. But it will be the culmination of 23 months of preparation."

With such elaborate arrangements, however, Levitan conceded that things do go wrong.

"In 1956, President Eisenhower arrived at the Cow Palace in San Francisco and suddenly called a press conference," said Levitan, "We were ready. We rushed 40 people and mobile units to the scene and were all set to go.

"But one little man from AT&T stood in our way. He said. 'I have not orders to put this on the air.' He refused to clear a line. So we had to call New York and get an okay from AT&T to put it on the air.

"We went on six minutes late. It's true—the best laid plans . . . and all that."

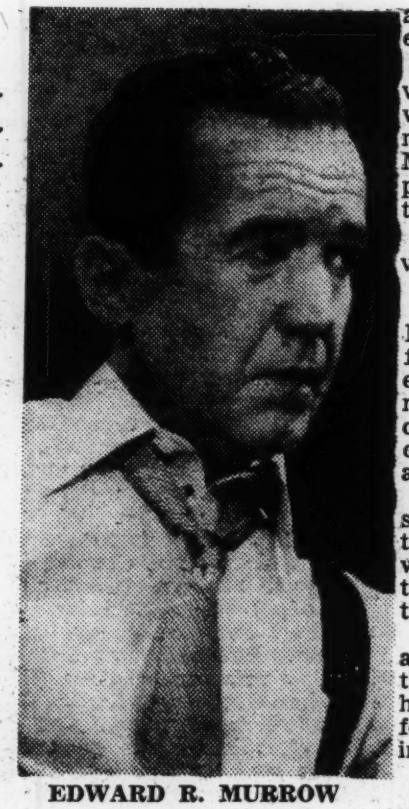
It was also during the 1956 convention, said Levitan, that trouble was experienced with a "walkie-talkie" apparatus.

"We'd been having trouble with it," he said. "We had a correspondent on the floor ready to go with an important story and we just couldn't make contact. He went on talking and we turned to other things. We learned that everything he said, somehow, was being 'fed' to the NBC booth."

* * *

Almost all of the electronic equipment used in 1956 has undergone vast improvement. In addition, video-tape (which can be played back immediately) has come into being.

With the equalization of electronic equipment in the hands of the competing networks, all three seem to be pushing the "superiority" of their news-staffs.



EDWARD R. MURROW

The gadgetry remains interesting, nonetheless.

As John F. Day, CBS news vice president, summed it up: "There's nothing revolutionary, but there's much that's evolutionary.

"For instance, we have developed a 100-inch lens camera which, as far as I know, is the most powerful in the medium. Mounted in the balcony, it can pick up a face on any part of the floor."

According to Levitan, the 1956 version was a 40-inch lens.

* * *

Another improvement, said Day, is the newly developed four-pound "Eyewitness" camera, a transistorized improvement on the "Creepie-Peepie" of 1956. The even tinier camera of the Tiros Satellite is an adaptation of the "Eyewitness."

"The 'Creepie-Peepie' in '56, said Day was something less than great. With the 'Eyewitness,' we'll be able to get into the middle of things with a picture."

The cameraman will still tote a total of 15-pound pack, but there'll be no trailing wires and he'll be able to stay on the air for four hours without changing batteries.

* * *

The old "walkie-talkie" has been rechristened "Transi-Talkie" by CBS in its new transistorized version. Day estimates its signal at four times the power of the 1956 version.

"We used to have trouble with the 'walkie-talkies,'" he said. "There were 'dead' places in auditoriums where we couldn't pick up signals. Also, if the guy move
the air or l
"We've
'Transi-Tall
Square Ga
the signal
Despite
the old
scored a
conventio
Bill Leonard reached Te
penter, a Nebraska delegate,
just as he tried to nominate
"Joe Smith" for vice president.
Leonard's interview with Car-
penter was the first.

The gadgets, of course, lose their value in the hands of the wrong man. Day recalled that Edward R. Murrow scored a 1952 "beat" when he got former Gov. Harriman to disclose he was out of the Democratic race.

"We're going to make a lot of use of Murrow," said Day.

MUTILATED PAGE (s)

By BOB WILLIAMS

The Democrats a week ago spoke with traditional reverence of Jefferson—with here and there a mention of Lincoln. The Republicans, in convention next week, will again claim Lincoln as their own. But how would Jefferson and Lincoln fare in today's televised political arena?

Not so good, in the opinion of Edward R. Murrow of CBS.

"I would doubt that under today's systems of communication a Lincoln or a Jefferson could be nominated or elected," he feels.

"According to all reports, Jefferson had a most abrasive voice, and did not suffer fools gladly.

"While being interviewed on some panel program he might have told a particularly obnoxious questioner just what he thought of him, and that, of course, would have been fatal."

And Lincoln?

"Mr. Lincoln," according to Murrow, "did not move gracefully, was not a handsome man, had a wife who was no political asset, and he was a solitary man.

"In our present society he probably would have been examined at an early age by a psychiatrist, received an unfavorable report, have been told his attitude toward 'togetherness' was altogether wrong, and advised to enter a trade school if he could gain admittance.

EDWARD R. MURROW

"On the other hand, it is conceivable that Woodrow Wilson might have won his fight for the League of Nations, and thereby changed world history, had he been able to use the tools of television and radio.

"He was a rather pedantic persuader, and these instruments wouldn't have changed him, but they would have given his ideas wider circulation; and the efforts of those who attempted to distort those ideas might have had less success.

"It is part of television's brief history that circulation is directly related to controversy."

* * *

Murrow's thoughts on Jefferson, Lincoln and Wilson—so timely during this Presidential nominating season—were delivered in London last fall at the British Assn. Granada Lectures, devoted to "communication in the modern world."

Discussing "television and politics," Murrow said:

"The true function of television in politics is to operate a market place in which ideas may compete on an equal footing. It is true that the voter may elect to purchase the second-rate, shopworn or shoddy idea.

"He may mistake a mobile countenance for an agile mind. He may vote for profile rather than for principle. An unruly lock of hair may be more effective than a disciplined mind. There is no way to guarantee that television will prevent the voter from being as wrong as he has been so often in the past.

"Television offers no guarantee that demagogues can be kept from political power. It merely provides them with wider and more intimate, more immediate circulation. I would suggest that the evidence so far indicates that television can retard or accelerate a trend in public opinion, but it cannot reverse it.

"The hope so fondly held by enthusiasts a few years ago, the hope that television would make certain that the voter would sort out the phony from the statesman, is not proved . . ."

* * *

Murrow suggested that TV "magnifies all the facets of a personality, the defects along with the merits."

"A man's weakness may be brought to light, which is all to the good. But that is not all that happens, because a public leader in the age of television must be popular as well as sincere. He must have a quality not considered essential in the past, that is, simplicity. A politician to be popular must not be too complicated. He must not appear to be too subtle. He must be accessible, must be able to avoid the difficult question without appearing to do so.

"We may have an illustration of this in the two races between Eisenhower and Stevenson for the Presidency. Both men televised well; both had the necessary modicum of histrionics. But Eisenhower was simple, while Stevenson was considerably less so.

"Stevenson was more deft, had greater command of language and overtone, and had much more humor. But Stevenson just plain didn't like television. He resented the tyranny of the clock, the bright lights, the makeup, everything about it; and it showed.

"Eisenhower may not be at all the characteristic leader in the age of modern communications, but he proved to be much easier for the public to be sure about. There was no doubt about his personality. He was a friendly, good, kind, paternal, successful general who stood above familiar political considerations, and could be trusted because he was not complicated . . . Stevenson, on the other hand, gave the impression that things were pretty complicated and would require some hard thinking and difficult decisions.

"I am not saying that Stevenson would have won if there had been no modern communications," Murrow hastened to add. "But his gifts of oratory and political analysis, his ability to improvise sentences that would parse, his mastery of debate and the wealth of his ideas would have counted more in earlier times. Such gifts, I suspect, count more in newsprint and radio than they do on the television screen."

N.Y. Post
July 22 1960

3-25-60

On The Air

By BOB WILLIAMS

Jackie Gleason has persuaded Edward R. Murrow to fly home from his travels abroad to take a part in the video-taping of one of Gleason's specials for next season, according to CBS sources.

Gleason wants Murrow to play himself in Gleason's comedy, "The Million-Dollar Incident," about a TV star who's kidnaped and held for ransom. Mickey Rooney is also being sought to play himself.

The chore would bring Murrow back prematurely from his year-long sabbatical abroad, during which he has been filming his "Small World" series and helping out CBS Radio with special reports.

Murrow won't be back officially till late in June to resume his duties with CBS—the first of which will be as a participant in coverage of the Presidential nominating conventions.

That is when he and CBS president Frank Stanton will have to settle their differences.

Murrow publicly called Stanton "ignorant" of broadcasting techniques after the network boss chose to single out "Person to Person" for criticism in the aftermath of the quiz-show scandals.

Among the CBS "reform" measures, including the since-lifted ban on "canned laughter," Stanton ordered "Person to Person" to advise viewers that it was not a "spontaneous" interview program.

ELVIS PRESLEY

Murrow's return to video-tape his portion of the Gleason show could set the stage for CBS-TV's own summit meeting.

* * *

7/26

[illegible] the Hole

By BOB WILLIAMS

Ed Murrow said it unintentionally on CBS.

He was discussing the agreement between Gov. Rockefeller and Vice President Nixon on specified GOP platform provisions.

And twice he produced the interesting spoonerism—"Roxon and Nickerfeller."

It was a little early in the day, Murrow conceded, for anything like that.

* * *

The opening night preliminaries of the GOP convention attracted virtually the same audience as did the Democratic preliminaries two weeks ago. According to the National Arbitron Report, 12,854,000 homes (on the average) were tuned in on the proceedings during the evening. The opening night at Los Angeles piled up an average audience of 1[illegible],000,000 homes.

ROBERT SARNOFF

* * *

Pointed differences are developing among the networks over the place of humor in the TV convention coverage.

CBS news chief Sig Mickelson was quoted as deploring "quipping" about "a serious event."

Yet NBC board chairman Robert Sarnoff, who kept an eye on three monitors carrying the coverage by all three networks of the Democratic Convention, described it as "a display in the finest tradition of the three-ringed circus."

ABC's John Daly was middlish about it all.

"Humor, of course, has a healthy and proper place in any human proceeding or undertaking," he said, "but in our opinion it should not be injected where it has no proper place, else it might downgrade . . . the simple fact that important work is being done at these conventions."

Most of the concern over "humor" seemed pointed directly at NBC's sharp-witted Chet Huntley and David Brinkley, who attracted the largest audience ratings during the Democratic convention—and held onto their lead yesterday.

* * *

Brinkley quite flatly denied any interest in ad-libbing "quips or gags," but he did claim a devotion to brevity.

"A lot of people in broadcasting," he said, "started out in radio where, during a special event, you had to keep talking because there was nothing to see. You'd take a pile of papers with you for what they called 'fill.' You'd talk about the Tilden-Hayes campaign or something else that happened 50 years ago. It was pretty dull but it had the virtue of being safe . . .

"On TV, the picture's the thing. What you say, I think, should relate definitely to what is happening on the screen . . .

"I think 'analysis' is fine so long as it's short. Most little analytical comments ought not to take more than a minute. For instance, you might observe that now they're nominating Senators instead of governors because the emphasis is on international affairs. There's no reason to harangue on the subject..."

* * *

Another difference of opinion among the networks arises from the traditional content of the conventions.

Sarnoff expressed the view that "in this second decade of nationwide television, a political convention has the musty air of another era."

He referred in part to "dull stretches, such as a contrived floor demonstration or an oratorical spree by a relatively obscure politician basking momentarily in the national limelight . . ."

Although he acknowledged "criticism of our coverage of the many favorite son nominating speeches" during the Democratic convention, Daly disagreed with Sarnoff.

"Perhaps too many," he said, "forget that it is almost standard practice in American history that dark horses often come to the forefront and in some cases receive the nomination under such circumstances.

"We would be remiss if we failed to cover these—and a convention produced such a dark horse."

Daly sees an added feature value in the convention speech-making, however long-winded.

"Many of these addresses give the public an opportunity to know and understand many of those public figures who are certain to be our future leaders," he said.

* * *

It was Howard K. Smith, at the close of last night's session, who observed: "The best speech . . . by far was written by Abe Lincoln and read by Lloyd Nolan." Nolan and Efrem Zimbalist Jr. recited lines from Lincoln early in the evening's program . . . Huntley disclosed beforehand he'd received telegrams from viewers asking if anything could be done to "keep movie stars off the convention floor." The only one visible during the evening was Jeanne Crain.

Golf, a subject certain to figure in the campaign, was the subject of an on-the-air chat between Murrow and former Gov. Dewey, his upstate "neighbor." Dewey was hardly boasting about his game . . . Former President Hoover didn't seem to cotton to the idea, after the convention session, of an on-the-air chat with Vice President Nixon. "It's 11:30 at night," said Hoover, "and I've got to get up at 7—and this is no time to conduct a public discussion of the issues of this country." Nixon took the cue and departed from Hoover's hotel suite . . . Amid the placards on the convention floor, one said, "Draft Adlai." The Ch. 2 commentator let it pass without comment, if he noticed it.

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NEW YORK POST, FRIDAY, OCTOBER 23, 1959 94

On The Air

By BOB WILLIAMS

Producers John Aaron and Jesse Zousmer, who quit CBS over what they considered an "unwarranted slur" on their "Person to Person" program by network president Frank Stanton, sent a copy of their resignation notice to Edward R. Murrow in London.

"After all," said Zousmer, "Murrow did the show for six years . . . I think we owe it to him to keep him informed."

Stanton, in his announced campaign to make all CBS shows "honest," publicly objected to the practice on such shows as "Person to Person" of interviewing guests in preparation for the on-the-air questions and answers. His cleanup campaign followed the Congressional investigation of the quiz scandals.

* * *

Aaron and Zousmer, who created "Person to Person" with Murrow six years ago and sold it to CBS in 1956, deplored what they felt was a classification of the interview show in the quiz show category.

"I don't think you can discuss the two in the same breath," said Aaron. "I think the quiz scandal is a problem that is full of frauds and phonies.

"On 'Person to Person' we conducted interviews with people of great importance, including political figures, generals, admirals and the best of Hollywood. Now, it seems, all question and answer shows have become a dirty word."

Stanton yesterday advised Aaron and Zousmer that he had intended no "slur," but merely wanted all CBS programs to be "what they purport to be" . . . He said he wanted "Person to Person" to inform viewers of its "production practices"—that is, of the preparatory interviews.

Aaron and Zousmer agreed to stay on the show long enough to help Charles Collingwood, who succeeded Murrow this season as the question man, to get his bearings. Then they'll resume operations in a private show-packaging agency they've formed.

* * *

The producers said that preparatory interviews had been the custom on "Person to Person" since its inception—as a safeguard against possibly libelous off-the-cuff remarks by the prominent subjects and a means of "tightening" the shows.

"Never," said Aaron, "have we ever put any words in anyone's mouth. If a guest wanted to talk about a certain subject—and said so—we encouraged him. I think our production practices have been widely publicized and our scrapbooks show it. There has never been any secret about our operations.

ARE BURROWS

"This reminds me of the whole period of the transition of television to video-tape," he said. "At first, everybody said we should say: 'Live on tape.' Now tape is here and they don't tell you at all whether a show is 'live' or on 'tape.'"

Zousmer said that the CBS censorship of Collingwood's taped interview with Mae West, scheduled for the program's seasonal premiere last Friday, had "nothing whatever to do" with the resignation.

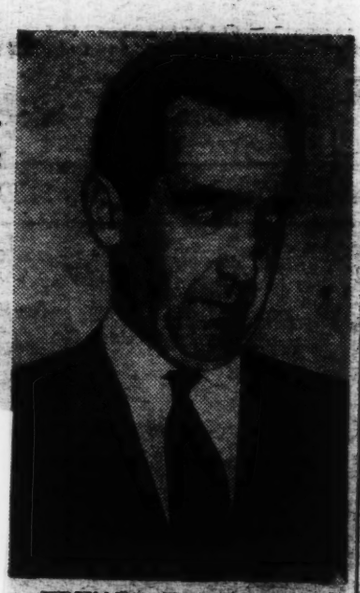
"That was a separate issue," he said. "They didn't like it. We did."

* * *

On The Air

By BOB WILLIAMS

Edward R. Murrow came home to CBS the hard way. No sooner had he arrived back from his year-long "sabbatical" than he started packing again. His destination is West Berlin. His object is a fast "CBS Reports" project on "Germany—Then and Now" . . .



EDWARD R. MURROW

By FRED DANZIG

Convention Preview

Fred Danzig is the television and radio columnist for United Press International. Harriet Van Horne's column will be resumed when she returns from her vacation.

WE SAW TV score a political first last night.

Both NBC-TV and CBS-TV presented special previews of the Republican Convention and neither show offered an interview with the front-runner for the Presidential nomination, Richard M. Nixon. Both focused on a subject that already has become a TV re-run, whether Nelson Rockefeller is on or off the ticket as a Vice Presidential candidate.

Fred Danzig

The conjecture is beginning to get repetitious and there are still three days to go before the convention starts.

While NBC was paying attention to the draft-Rockefeller movement by interviewing its leader, CBS started its show by knocking the movement on the head. Said Ed Murrow, "The efforts to draft Rockefeller got nowhere."

• • • •

Both networks carried interviews with Sen. Thurston Morton and showed Gov. Rockefeller, if not Mr. Nixon, in action. CBS also interviewed Henry Cabot Lodge, Fred Seaton, Sen. Barry Goldwater and Sen. Kenneth Keating. All sound ready for the Veep lightning. But Sen. Hugh Scott stated it would be a mistake for the GOP to put Hugh Scott on the ticket. Modest man.

Sander Vanocur of NBC contributed an interesting observation when he noted a scarcity of Nixon buttons in Chicago and a bumper crop of Rockefeller buttons. He said, "Political strength is measured today in inverse proportion to the number of buttons you see."

• • •

Two more summertime sign-offs last night: The Ernie Ford Show on NBC-TV and Ernie Kovac's Take a Good Look on ABC-TV.

Mr. Ford, who hung around a few extra weeks while his replacement, a series called Wrangler, was clearing up some trouble in the production corral, put together a pseudo-spontaneous party that brought his off-camera aides into the act.

Now that we've seen all the "Goodbye-for-a-while" shows, I'm awarding the gold-plated lacuna award to Perry Como. His last show of the season was one big, warm cheerio.

Mr. Kovac's, in completing his first season, offered the usual raillery. No special ceremony, except for a repeat of Ernie's "best" cigar commercial.

• • •

Some unused clipboard notes: On Tuesday, Carl Reiner and Barbara Britton appeared in CBS-TV's comedy spot with a pilot film titled, "Head of the Family." If the accent had been on the youngster, played by Gary Morgan, instead of on Mr. Reiner, it might have been a more successful story. . . . The more I see of David Janssen's approach to Richard Diamond, the more I think he's kidding. . . . Video Village, a game show that CBS-TV has elected to run every mornnig and again on Friday night, ought to be declared a disaster area.

N.Y. World Telegram
July 22, 1960

1960

Turning Points

Murrow Explains Success: 'Right Place at Right Time'

Think back over your life. Was there any experience, any impression, any moment which changed its course? Today the World-Telegram continues a series of reports on such turning points in the lives of prominent people. Succeeding articles will appear on Mondays.

By ANTHONY SHANNON,
World-Telegram Staff Writer.

For nearly half his 52 years, Edward R. Murrow has been a symbol in radio and television—a symbol of intelligent, searching examination of vital public issues.

He also has been a symbol of success, power, and influence, hardly matched in the world of broadcasting. He has the respect and confidence of some of the most important political figures in the world, knows them on a first-name basis.

A TV colleague once remarked: "When Ed Murrow speaks, people listen."

But how was this success, this power, achieved? Where was the beginning?

"I was in the right place at the right time," Mr. Murrow said. "That was the beginning." The year was 1937 — two years after Ed Murrow had joined the Columbia Broadcasting System, two years before Adolf Hitler threw his panzers and dive-bombers on Poland.

Making a Speech.

Mr. Murrow was director of talks and education at CBS, a non-broadcasting job. His voice had not yet been heard.

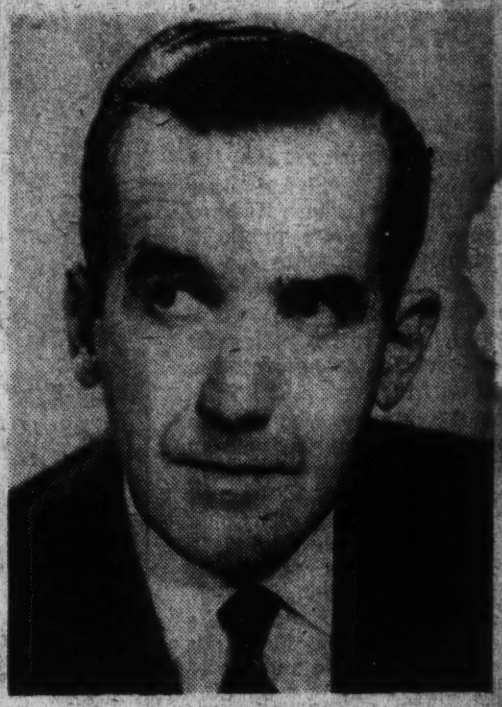
"I was in New Orleans making a speech," Mr. Murrow said, "when I got a call from Edward Klauber (late CBS executive vice president)." Mr. Klauber asked Mr. Murrow two questions:

Did he think there would be a war? And, if so, would he go to Europe to expand and direct CBS operations? Believing firmly that Hitler could not be stopped, Ed Murrow gave a prompt "yes" to both questions. He left the United States and did not return until after the war.

"This assignment was the real turning point in my life," the famed commentator said. "My arrival in Europe coincided with the advent of radio broadcasting from abroad. The big news was being made in Europe. I was on the scene—at the right time."

Familiar to Millions.

The resonant voice of Ed Murrow describing the London blitz, and other events that shaped the course of the war, then became familiar to millions of radio listeners in America. And his parting words, "This is Ed Murrow. Goodnight and good luck," were used time and again in American households.



ED MURROW.

While reporting the war, Mr. Murrow gathered a European news staff around him, a staff which now constitutes the hard core of the CBS news service.

At war's end, Ed Murrow returned to CBS in New York as vice president in charge of news and public affairs. But he was not long for desk work.

"I didn't like the 'in' and 'out' baskets," he said. "I'm not a very good administrator."

He chucked the vice presidency, returned to broadcasting, later established with Fred W. Friendly three of TV's most outstanding programs—See It Now, Person to Person, and Small World. Each night he highlighted the news over radio. Ed Murrow was back where he belonged.

Egbert (he likes Ed) Roscoe Murrow, the youngest of three brothers, was born in a small farm near Greensboro, N. C. He worked his way through Washington State College, got good grades, and landed an executive job at $25 a week with a student federation.

He joined CBS in 1935 after doing a hitch with the Institute of International Education, facilitating the exchange of graduate students and instructors.

NEW YORK WORLD-TELEGRAM

Aug. 19, '48

Radio and Television

'Crusade for Children' Scores a Bullseye

By HARRIET VAN HORNE.

In the field of special appeals, radio is unexcelled. This was again demonstrated Tuesday night during Columbia's hour long "Crusade for Children" broadcast.

Harriet Van Horne.

It was a fine show from start to finish, blending in just the right proportions a tug at the heartstrings, a jibe at the funnybone and a challenge to the quality too few of us strain—generosity.

In its advance notices, CBS made much to-do over the fact that Arthur Godfrey was coming out of vacation retirement to preside as master of ceremonies. General Eisenhower, who spoke from Denver, possibly left other matters unattended to make the broadcast but official releases took no cognizance of such a likelihood.

Other participants were Bob Hope, Dinah Shore, Margaret O'Brien, Dorothy Kirsten, Rosalind Russell and Madeleine Carroll. Little Miss O'Brien read, with breathless earnestness, a prayer for children. I can't produce it here verbatim, but there were some homely, simple lines worth quoting.

"God of small children everywhere," it ran in part, "Smooth out the wrinkles in the face of the world. . . . To be young in America is to be young in the most wonderful way in the world. To be young in America is to go on picnics . . . to have more soap than you can use, even if you wash behind your ears. . . . To be young in America is to have a dog or a kitten for your own, and a father who takes you driving in the car . . ."

In sharp contrast to little Miss O'Brien's rosy picture of youth in America was Madeleine Carroll's description of the children she has seen in Europe. Children slowly dying of starvation. For $10, she said, you can feed one child for a year.

I couldn't help remembering Benjamin Franklin's shrewd observation, "You can raise two children on what it costs to maintain one vice." The average American could support a hungry war orphan without giving up any of his vices.

In closing, Ed Murrow played again the recordings made in Europe last spring by Allan Sloane—the actual cries of hungry youngsters. Once again the gallant hoarse little voice of Italo Grande. He's the blind lad who lost his arms, too. Now he is trying to learn Braille—with his nose.

Among these same recordings was the voice of a jaunty little fellow who talked GI slang. Asked the customary question, Where do you come from?, Nick answered, "I come from 94th Squadron."

Seems he was a company mascot, adopted by the GIs the day they liberated him from a slave labor camp, left behind when they went home. Last spring his status was simply "unaccompanied child." A kid all by himself.

Well, Nick is in this country now. Ed Murrow had him in the studio last night. In a heavy, guttural accent Nick talked of the good food he was having, and how much he'd grown. He's even learning to play baseball. It was a braver, stronger Nick than you'd hear a few minutes earlier on the record made in Germany. And it made an appropriate closing note for the Children's Crusade appeal.

* * *

People's Platform, long a steady item on the CBS schedule, added a new dimension this week when it bowed in over CBS-TV. Dwight Cooke was moderator and the speakers were Rep. Emanuel Celler and his opponent in the current campaign, Henry D. Dorfman.

It was as acerbile a discussion as I've ever heard on any program, radio or video. Mr. Cooke was hard put to keep his guests on the topic at hand—the Un-American Activities Committee. This converted what was supposed to be a panel discussion into a nasty, snarling pre-election debate.

Newsreel clips of the committee hearings did much to point up the opinions of the two speakers. But the program was badly handled. Mr. Cooke tried his best, but his best was ineffectual. Moreover, it seems to me a moderator on a program dealing with current topics ought to know how to pronounce the names in the news.

Rep. Celler also fluffed. He called Elizabeth Bentley a would-be "Hata Mari."

Radio and Television

A New Note in War Suffering

By HARRIET VAN HORNE.

In the past few years I've listened to hundreds of broadcasts that can be described only as documents of human suffering. Stories of concentration camps, of war atrocities, of hunger and desolation and brutality. I've often wondered if other listeners have felt as I have — that each one reached the final low in man's inhumanity to man? That beyond this point no living creature could fall?

Harriet Van Horne.

But last Sunday we had another program about the starving children of Europe—a program that hurt a little more than all the programs that had gone before it.

This program is one I shall remember all the days of my life for one small vignette.

It seems that in Italy at this moment (if he's not dead from malnutrition) is a small boy named Italo Grande. He is totally blind. His face is scarred by flak. And his arms have been shot off. But he is trying to learn Braille—with his nose.

Italo was one of the brave little heroes of "Between the Dark and the Daylight," a report on the youngsters of Europe presented by CBS in behalf of the United Nations Appeal for Children.

Edward R. Murrow was narrator and the script by Allan Sloane consisted largely of transcribed interviews with the children, their neighbors, parents, doctors and nurses. Hearing the actual voices brought the problem that much closer.

You heard a woman in Lidice, where the words "mother" and "widow" are synonymous. She spoke of her neighbor's little boy, Vaslav. "He was used by the Germans as a guinea pig for experimenting . . . their new injections and so forth. Just kept as we would keep a guinea pig."

A teacher in Germany was asked how the children behaved in school. The answer, through an interpreter: "They fall asleep all over and over again. They don't sleep really, but they just sort of sink into their chairs and they are so exhausted they are listless."

But—hopeful note—these children are now getting morning cocoa, furnished by the United Nations Children's Fund.

Then there was a jaunty little boy who talked GI slang. Asked the standard question: "Where do you come from?" Nick answered: "I come from 94th Squadron." He was a company mascot, picked up by the GIs when they liberated him from a slave labor camp, left behind when they went home. Right now he is one of many children—"unaccompanied" is the official phrase. A kid all by himself.

I wonder if there ever can be peace of mind for a young lad who remembers burying his mother and hanging his brother. Such is the history of Maier. Seems there were 1503 men left in the Polish ghetto. The Germans needed 1500 for a work battalion. The three left over were ordered hung. Among them, Maier's older brother. Bravely, Maier went to the Germans, asked if they would hang him instead. They not only refused, but ordered Maier to officiate at the execution of his brother.

This is the history of one young boy. I daresay there are thousands of similar cases, each a complete tragedy. And I suppose the fact that these stories hurt so much is a reflection of our state of splendid isolation—and insulation—far from the despoiled continent.

The United Nations is determined that these children shall not perish. That is some comfort. But the dark fear is still there: What kind of adults will they grow up to be?

* * *

Who says women are fortune hunters?

Mrs. Florence Hubbard, the sweet-voiced, 69-year-old widow who won $22,500 worth of prizes on "Truth and Consequences" has received more than 40 marriage offers by mail.

Of all her prizes, Mrs. Hubbard kept only one—a sewing machine. She took cash in lieu of the mink coat, the Cadillac, the airplane, motor launch and diamond ring. All this bounty was hers because she guessed Jack Benny to be The Walking Man.

Dolores Hawkins sings with Gene Krupa's orchestra at the Glen Island Casino.

Ionosphere Storm Mars Short Wave

By Science Service.

WASHINGTON, June 2.—The storm that has already begun to rage in the ionosphere, disturbing short-wave radio communications, is expected to continue through June 6.

Weak signals and fading may be expected to interfere with broadcasts for the rest of the week, but the storm will probably reach its height tomorrow, the National Bureau of Standards here warns. Signals may be blacked out altogether during part of the day.

Tips on Tables

Trefner's Popu Midtown Spot

Handy for commuters using the Queens line of the Independent subway, convenient for penny-counting business people in the Lexington Ave. neighborhood is the little restaurant known as Trefner's at 619 Lexington Ave., a few steps north of 53rd St. For almost 15 years it has filled a pleasant civic need for wholesome food at moderate prices.

One thing to bear in mind is the fact that you're bound to be served quickly and efficiently.

Dishes are simple but nicely seasoned as they would be in your home. Muffins and rolls accompanying the entree are homemade and good and when you're ready for dessert it's nice to know you can order a homemade pie, that old-fashianed American dessert known as sundae or a pudding.

The very inexpensive luncheon (from 55 cents to 75 cents) includes a choice of fruit and vegetable juices or a filling soup like Yankee bean or split pea, an entree like lamb stew or roast beef hash with poached egg, dessert and coffee.

The dinner menu is an unusually good value. After having a juice and a soup like chicken mulligatawny or vegetable broth, you choose an entree from a list like the following: broiled small steak or lamb chops ($1.25), roast top sirloin of beef au jus ($1.15), roast Maryland turkey or fried chicken Southern style, roast leg of lamb, Hungarian beef goulash with noodles or calf's liver with smothered onions ($1.05), old-fashioned chicken pie with biscuit crust or broiled chopped tenderloin steak ($1) and fish dishes and omelets for 95 cents to 85 cents.

Even though the menu is just a

thin piece of dishes typed o list of desserts hungry all ove samples: home and chocolate made maple n mode and choc la mode, Dutch whipped cream with chocolate tart with whi chocolate crea whipped cream.

Menu Memo **Lexington Ave. American menu muffins, rolls an eon, table d'hot cents. Dinner, cents to $1.25. daily.**

Radio Programs for Your Dial Today

WMCA—570Kc.
WNBC—660Kc.
WOR—710Kc.
WJZ—770Kc.
WNYC—830Kc.
WCBS—880Kc.
WAAT—970Kc.
WINS—1010Kc.
WHN—1050Kc.
WHLI—1100Kc.
WNEW—1130Kc.
WLIB—1190Kc.
WOV—1280Kc.
WEVD—1330Kc.
WQXR—1560Kc.
WWRL—1600Kc.
WHOM—1480Kc.
WNJR—1430Kc.
WBNX—1380Kc.

TONIGHT'S NEWS PROGRAMS.

6:00—WNBC, WOR, WJZ, WCBS, WQXR
6:30—WOR
6:45—WNBC, WCBS, WNYC
7:00—WOR, WJZ, WMCA, WHN, WQXR
7:30—WNEW
7:45—WNBC, WCBS
8:00—WMCA, WQXR
8:30—WNEW
9:00—WOR, WMCA, WQXR
9:30—WNEW
10:00—WMCA, WQXR
10:30—WMCA, WNEW
11:00—WNBC, WOR, WJZ, WCBS, WMCA, WHN
11:15—WNBC, WOR, WCBS
12:00—WNBC, WCBS, WJZ, WOR, WMCA, WQXR

4:00—WNBC—Backstage Wife
WOR—Barbara Welles Show
WCBS—Hint Hunt
WHN—Hall of Fame
WNEW—Four O'Clock Special
4:15—WNBC—Stella Dallas
WNEW—Flight 4:15
WHN—Morey Amsterdam Show
4:25—WCBS—News, George Bryan
4:30—WNBC—Lorenzo Jones
WOR—Ladies Man
WJZ—Treasury Band Show
WCBS—Galen Drake
WNYC—Music of the Theater
WNEW—News; Sentimental Journey
4:45—WNBC—Young Widder Brown
WJZ—Treasury Band Show
WHN—Joel Herron Orchestra
4:55—WMCA—Ellis Larkin at the Piano
5:00—WNBC—When a Girl Marries
WOR—Adventure Parade
WJZ—Dick Tracy
WCBS—Robert Q. Lewis Show
WNYC—Disk Date
WHN—Ted Husing Bandstand
5:15—WNBC—Portia Faces Life
WOR—Superman
WJZ—Terry and the Pirates
WHN—Ted Husing
5:30—WNBC—Just Plain Bill
WOR—Captain Midnight
WJZ—Sky King
WCBS—Hits and Misses
WMCA—Mr. and Mrs. Music
WNEW—News; Make-Believe Ballroom
5:45—WNBC—Front-Page Farrell
WCBS—Lum 'n' Abner
5:55—WNYC—News
6:00—WNBC—News, Kenneth Banghart
WOR—News, Lyle Van
WJZ—News; Joe Hasel, Sports
WCBS—Eric Sevareid
WMCA—Let's Listen to a Story
WNYC—Sunset Serenade
WQXR—News; Music to Remember
6:15—WNBC—Bill Stern, Sports
WOR—Bob Elson on the Century
WJZ—Whiz Quiz
WCBS—Talks

TUNE IN TODAY

3:25—WMCA—Baseball: Giants vs. Reds.
6:15—WCBS—Ellis Arnall, Our Common Country, talk.
7:45—WCBS—Gov. Earl Warren is interviewed by Edward R. Murrow.
8:00—WOR—Can You Top This? with Ford, Laurie, Hershfield, Donald.
8:30—WOR—Boston Blackie, detective, starring Richard Kollmar.
8:30—WJZ—On Stage America, Ray Heatherton, guest.
8:30—WNYC—Carnegie Pops Orchestra.
9:00—WCBS—Your Song and Mine, Frances Greer, guest.
9:25—WHN—Baseball: Dodgers vs. Cardinals.
9:30—WOR—Box 13, adventure, starring Alan Ladd.
9:30—WCBS—Harvest of Stars, James Melton and the Frank Black Orchestra.
9:45—WMCA—Doctors' Round Table, Nutrition, discussion.
10:00—WNBC—The Big Story, a newspaperman's scoop, drama.
10:00—WJZ—Bing Crosby Show, Fred Allen, guest.
10:30—WNBC—Jimmy Durante Show, variety.
10:30—WOR—The Symphonette, Mishel Piastro conducting.
10:30—WJZ—Star Theater, Gordon MacRae and Evelyn Knight.
10:30—WCBS—Capitol Cloakroom, Sen. Warren G. Magnuson.

WJZ—On Stage America
WCBS—Dr. Christian, Drama
WMCA—J. Raymond Walsh
WNYC—Carnegie Pops Concert
WHN—Passing Parade of Music
8:45—WNEW—Here's to Veterans
WHN—Joel Herron Orchestra
WMCA—Play It Again
8:55—WCBS—News, Bill Henry
WOR—Pitching Horseshoes
9:00—WNBC—Duffy's Tavern
WOR—Gabriel Heatter, News
WJZ—Abbott and Costello
WCBS—Your Song and Mine
WMCA—News; Music Hall
WNEW—You Decide
WHN—Records; Warm-Up Time
WQXR—News; The Concert Hall
9:15—WOR—Radio Newsreel
WNEW—The Spoken Word
9:25—WHN—Baseball
9:30—WNBC—Mr. District Attorney
WOR—Box 13, Drama
WJZ—Go for the House
WCBS—Harvest of Stars
WMCA—Footlight Favorites
WNEW—News; Meet Mr. Crosby
WQXR—Designs in Harmony.
9:45—WMCA—Doctor's Round Table
WQXR—Gypsy Serenade
10:00—WNBC—The Big Story
WOR—Bulldog Drummond, Mystery
WJZ—Bing Crosby Show
WCBS—The Whistler
WMCA—News; Songs by Dick Haymes
WNEW—Opinionaire Forum
WQXR—News; Preview of the Opera
10:30—WNBC—Jimmy Durante Show
WOR—Symphonette, Mishel Piastro
WJZ—Star Theater
WCBS—Capitol Cloakroom
WMCA—News
WQXR—Just Music
10:45—WINS—Adventures in Travel
WNYC—Top Talk of the Day
WHN—Trotting Races
11:00—WNBC—News, Kenneth Banghart
WOR—News, VanDeventer
WJZ—News of Tomorrow
WCBS—News, George Bryan
WJZ—News; Music (to 12:55)
WCBS—News; Music (to 1:00)
WMCA—News; Music (to 1:00)
WNEW—Milkman's Matinee; News (to 6:00)
WHN—Music to Read By; News (to 2:00)
WQXR—News (Sign Off)
WINS—Moon River
WMCA—News; Amateur Night in Harlem
WNEW—Music 'til Midnight
WHN—Newsreel Theater
WQXR—News; The World of Music
11:10—WCBS—Joseph C. Harsch
11:15—WNBC—News of the World
WOR—News, Richard L. Tobin
WJZ—Joe Hasel, Sports
WCBS—Alvy West Orchestra
11:25—WOR—Weather Report
11:30—WNBC—Tex Beneke Orchestra
WOR—Bill Bern's Reducing Circle
WJZ—Talk; Let's Listen to Music.
WCBS—Galen Drake
WMCA—South of the Border
11:45—WOR—Boyd Raeburn Orchestra
12:00—WNBC—News; Music (to 1:00)
WOR—News; Music (to 5:45)

F. M. STATIONS

WABF—47.5 and 99.5Mc.
3:00 P. M.—Today's Sonata.
3:30—Great Singers.
4:00—Concert.
5:00—Chamber Music.
6:00—Musicalendar.
6:30—Piano and Violin.
7:00—Ballet Music.
8:00—WABF Symphony Concert.
9:30—Piano Music.
10:00—Concert.
11:00—Chamber Music.

WBAM—98.7Mc.
3:00 P. M.—Martin Block Show.
3:30—Daily Dilemmas.
4:00—Robert Hurleigh, News.
4:15—The Johnson Family.
4:30—Guest Star.
4:45—Two-Ton Baker.
5:00—Programs of WOR.
8:00—Special Agent.
8:30—High Adventure.
8:55—Pitching Horseshoes.

WCBS—101.1Mc.
12:00 Noon to 1:00 A. M.—Variety Music.

WFMO—108.1Mc.
3:00 P. M. to 9:00 P. M.—Variety Music.

WGHF—101.9Mc.
3:00 P. M.—Melody Moods.
3:15—Show Tune Time; News.
3:30—The Golden Album.
4:00—Time for Tea.
5:00—That Man With the Band.
5:15—Easy Rhythm.
5:30—Moments for Memory.
6:00—Douglas Way, News.
6:05—Memo for Tomorrow.
6:15—Sports Today.
6:30—Candlelight and Silver.
7:30—Programa Hispano.
9:00—Virginia Ruggiero, Piano.
9:15—Music of the Masters.
10:00—Let's Dance; News.

WGYN—97.9Mc.
12:00 Noon—Midday Bandstand.
12:30—Music from the Movies.
12:55—News; Melody Matinee.
1:55—News; Penthouse Serenade.
3:30—Stringtime.
3:55—News; Panamericana.
4:30—Record Parade; News.
5:45—Milo Minutes.
6:00—Candlelight Cafe.
6:30—Broadway Hits.
6:55—News; What's New?
7:15—Ivory and Ebony.
7:30—Album of Friendly Music.
7:55—News; Night Club in the Sky.
9:45—Milo Minutes; News.

WJZ—95.5Mc.
1:00 A. M.—Programs of WJZ.

WM—100.3Mm.

Tomorrow Morning

7:00—WNBC—Clyde Kittell, News
WOR—News, Prescott Robinson
WJZ—News, Don Gardiner
WCBS—Arthur Godfrey
WMCA—News; Western Serenade
WHN—Music
WNEW—Anything Goes
7:30—WMCA—Rise and Shine
WNBC—Charles F. McCarthy, News
WNEW—News; Anything Goes
7:45—WNBC—Bob Smith Show
WNBC—News; Bob Smith Show
News, Prescott Robinson
Martin Agron
Roundup.
WNYC—C
WMCA—
WQXR—
Busine
11:15—WNBC—
WOR—T
11:30—WNBC—
WOR—
WJZ—
WCBS
WNY
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11:45—WNE
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Today's
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See Alton Cooks
amusement pages.

"A SOLID CLICK"

Press Clip

TV What's On? RADIO

Godfrey to Spell Murrow On 'Person to Person'

By KAY GARDELLA

Arthur Godfrey will definitely replace Edward R. Murrow on "Person to Person" during the '59-'60 season, when the CBS commentator takes a year's sabbatical from his network chores to "tra[illegible]

In announcing this yesterday, CBS was uncertain whether Murrow would resume his duties on the interview stanza when he returns to work in July of 1960. Hubbell Robinson, veepee in charge of network programs, commented: "We haven't nailed this down yet." Murrow said: "No one makes a plan a year in advance."

Following this, the chain-smoking commentator said that he definitely plans to return to CBS July 1, 1960—the date set in his letter to President Frank Stanton, in which he requested the leave of absence. He denied rumors suggesting he'd team up with another network after the 12-month layoff. "I have a long-term contract with CBS," he insisted. Just how long neither he [illegible] anyone else at the web would say.

News Shows Dropped

Regarding Murrow's 7:45 P.M. radio newscasts, John Day, director of news for CBS, said yesterday that they would be scrapped after he leaves. "World Tonight," the news roundup show will be inserted, only it will be extended to a half hour. When it begins its new run in July, Blair Clark will be anchorman, with CBS analysts such as Eric Sevareid and Howard K. Smith probably [illegible] from time to time.

Murrow [illegible] yesterday [illegible] the [illegible] World" shows [illegible] approximately half [illegible] them during the '59-'60 season. "Because of the flexibility of the format," he explained, "I can originate a show from almost anywhere on the globe." When he doesn't appear, he'll be replaced by CBS commentators yet to be named.

As to the hour-long TV documentaries which Murrow and co-producer Fred Friendly were working on, things are uncertain. Day said he didn't know whether

Arthur Godfrey

Edward R. Murrow

there were any plans to put any more of these on before Murrow leaves.

However, an informed source said "two more would be done between now and the first of July." One of them will be on Canada, covering business, the St. Lawrence Seaway, and trade between the two nations.

It Was No Surprise

Murrow's decision to quit for a year climaxes a long period of strained relations with the CBS brass. Once conceded to be the fair-haired boy in the news field, Murrow has been losing his status with the [illegible] some time.

It started [illegible] when [illegible] series [illegible] difficulty and was subsequently dropped from the CBS schedule. He refused to accept a Sylvania award for the show after it had been a[illegible]. Later, in November, Murrow was handed a lowly chore to perform on election night. At the time, however, he insisted it was a satisfactory assignment. The final blow came when the double-domed newscaster made the front pages with a broadcast about call girls entitled "The Business of Sex."

Murrow, it was reported, was angry because CBS didn't stand by him during the furor. Yesterday, he told us, he was not "angry" at the position CBS took. "I was just interested," he commented.

As he pointed out last night on the Douglas Edwards newscast (CBS-TV, 7:15 P. M.), these "arguments with the CBS management" are not the reason for this move. At 50, he said, he just wants to catch up on some rest and learning.

MACY'S TV &

NEW YORKER
28 12/26/53

PROFILES

THE WORLD ON HIS BACK

Edward R. Murrow

TO the top men of the Columbia Broadcasting System, it is a matter of concern that their news broadcaster Edward R. Murrow, whose baritone voice over the C.B.S. radio and austere presence on C.B.S.-TV have made him both a semi-public figure and a valued private property, has appeared, over the years, to be less attracted to eminence than to trouble. To be sure, Murrow, a lean, dark, handsome, and deceptively easy-mannered man of forty-five, who bears his own eminence without visible effort, is on cordial-to-intimate terms with most of the important people in the United States and Great Britain and gives no evidence of being indifferent to their esteem. But it has been noticed that his satisfaction in his work as an informer of public opinion increases with his proximity to gunfire, to some real or fancied calamity, or to the brink of complete physical exhaustion. During the Second World War, his habit of excusing himself from his post in London to go off on bombing missions brought frequent ineffectual protests from William S. Paley, chairman of the board of the Columbia Broadcasting System and the only man there who has ever tried to boss Murrow; declining to be bossed, Murrow made a couple of dozen combat flights, of which Paley said later, "They didn't do us much good from my point of view, but there was no way to make him stop, short of firing him." Since that war, Murrow has had fewer opportunities to expose himself to hostile marksmen. He did manage to get in two trips to Korea while the shooting was going on there, but for the most part he has had to content himself with the pursuit of floods, droughts, and tornadoes and with such personal discomforts as going too long without sleep and flying too much in airplanes, the first of which causes him to sweat profusely and the second to have trouble with his ears.

Murrow's predilection for fatigue is puzzling to his associates. "Ed is just as rational when he's all worn out as when he's rested—no more, no less," Paley says. "I don't see why he runs himself so ragged. Unless it's that he *thinks* he thinks better when he's got sweat pouring from his forehead." Another colleague of Murrow's has said, "In some way that I don't pretend to understand, Ed's all wound up and can't slow down. I think that, like a lot of other people, he hit his high spot emotionally during the war—specifically, in his case, during the Battle of Britain, when he was living in the midst of disaster, and that sepulchral 'This is London' of his was the voice of England telling America about it. I wouldn't be surprised if he's been trying to recapture some of that—the danger, the exhaustion. In a way, I think it's like the air of toughness he assumes—the sort of thing that makes him sprinkle his conversation with 'ain't's and double negatives."

When not scrutinizing the distressful or participating in it, Murrow seems to brood upon it. Large dinner parties have been riled by his between-courses predictions of national or international misfortune at the hands of dictators, demagogues, or plain politicians. Conversely, after-dinner talk sometimes dies when it is seen that Murrow is no longer taking part, or even listening, but is leaning far forward in his chair and staring at the rug, his elbows on his knees and his fists slowly beating each other, an unattended cigarette in his mouth glowing and subsiding with his breathing, and the smoke from his nostrils enveloping his face in a dense infernal cloud. The cigarette may burn to his lips before he plucks it out, crushes it in an ashtray, and picks up the conversation where it was dropped several minutes earlier. This portentous condition of mind persists to some extent when Murrow is at the microphone. On the air, his manner of speaking often conveys the impression that he knows the worst but will try not to mention it, and so powerful is this impression that it has become a cliché around C.B.S. and elsewhere to describe his voice as the voice of doom.

The voice and whatever compulsions lie behind it have combined to give Murrow certain advantages over rival criers of information over the airwaves. He has been careful to present himself as something between the breathless messenger and the sagacious pundit, and so has been able to satisfy the customers of both without agitating the critics of either. As a self-driven leg man, he finds it necessary to cover as much current history as possible; a couple of years ago, he was given a month's vacation and spent it with the troops in Korea, although he admitted to friends that he could think of no very good reason for doing so. Lately, the demands of "Edward R. Murrow with the News," a fifteen-minute radio program he has been presenting five evenings a week for more than six years, have been combined with those of "See It Now" and "Person to Person," two half-hour, once-a-week television shows over which he presides, and the work that this triple-barrelled job entails has partially interrupted his wanderings, with the result that he has to spend a good deal of his time on the air describing events in which he has not been able to take part.

Murrow talks for twelve minutes on his "This Is the News" program, as his radio broadcast is often called—those four words being the ones with which he greets his listeners each evening, Monday through Friday, at seven-forty-five. The three other minutes are given over to the extolling, by an announcer, of the sponsor's product, which, in this part of the country, is Amoco gasoline. Murrow devotes his first six minutes, give or take a few seconds, to a relatively routine presentation of the news that has come into the studio from the press wire services during the day. In the second six, he delivers what he calls his "end-piece," which may be a first-hand report of some event he has contrived to witness, a synopsis of an involved political situation, or a sermon dealing with anything he feels like getting off his chest. Even when he is talking about what he has just seen, he avoids the excited accents of the "Here am I" school of broadcasting; indeed, he sounds more as though he were gazing straight through his subject at its inevitably dire consequences. And his firm control of his baritone is no less an asset when he ex-

plores the field of opinion than when he is fresh from the field of action. In introducing the first "This Is the News" broadcast, in September, 1947, he said, "This program is not a place where personal opinion should be mixed up with ascertainable facts." Then he added a qualification: "It is not, I think, humanly possible for any reporter to be completely objective, for we are all to some degree prisoners of our education, travel, reading—the sum total of our experience." Murrow is the prisoner of some strenuous opinions, but his admirers and detractors agree that it is difficult to catch him mixing them up with the facts. One of the former has said, "To hear his broadcasts in the last campaign, you wouldn't have known which side he was on," and one of the latter, "He pontificates, but in such a way as to hide the condescension that goes with pontificating. He's much too clever to let you see what he's up to." Analytical listeners find that Murrow makes his points by tonal understatement, just as he indicates quotation marks by pausing slightly, as if for breath. Among the public men who have commended Murrow for his fairness is Senator Joseph McCarthy.

The care Murrow has taken not to mix opinions with facts has been the subject of widely varying interpretations, even among people whose political outlook is pretty much like his own. "Ed never pushes his liberalism beyond a carefully calculated safety point," one of these people has said. But another says, "He always stands up to be counted when the issue's big enough. And he never misses a chance to stand up for the *principle* of dissent. But he's too much of a fanatic about being a reporter to throw in a lot of opinions when he thinks the facts will make the point by themselves."

MURROW is on the board of directors of C.B.S., a circumstance that has been particularly helpful to Murrow the co-producer, narrator, and occasional interviewer of "See It Now," which is the older of his two television programs, and to Fred W. Friendly, a hulking admirer of his, who is co-producer of the show. "See It Now" grew out of the collaboration of Murrow and Friendly on a set of record albums called "I Can Hear It Now;" instead of documenting history with sounds from the past, as the records did, "See It Now" seeks to present, recorded on film, significant sights and sounds of the present. Among recent "See It Now" programs that have won considerable critical acclaim have been an interview a Murrow representative had with Nehru, a presentation of both sides of an argument between the American Civil Liberties Union and the American Legion in Indianapolis, and a series of interviews conducted by a British journalist named Aidan Crawley with various Americans. The most talked-about "See It Now" dealt with Lieutenant Milo Radulovich, whom the Air Force was about to dismiss because two relatives of his were suspected of having Communist associations; it changed its mind after Murrow reviewed his case on television. To put together programs like these, "See It Now" employs five full-time camera crews, who travel all over the world. Murrow takes a good deal of pride in the fact that the show occasionally loses money. The Aluminum Company of America, its sponsor, pays twenty-three thousand dollars a week

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"Son, this car has features you've never even heard of."

• •

toward its expenses (and another thirty-four thousand dollars for the time), but a show sometimes costs more than twenty-three thousand to produce, and when it does Columbia makes up the difference. "From a financial point of view, the show's a great mystery, and I'm the only one sitting on the board who knows where the bodies are," Murrow says. Friendly isn't sure that even Murrow knows. "Ed couldn't tell you how much the show is going to cost for any given week," he says. "Not knowing is a point in our favor. For instance, he tells the other directors he wants to send a camera crew to Korea, and maybe he knows it will take five or ten thousand to pay the crew, but none of them—Ed included—stops to realize that the airplane bill is going to add on twenty thousand. So we go ahead, and the bill comes in later. By that time, the show has been a hit, and it's hard to squawk about a hit, even if it loses money. And even if they should squawk, Ed can remind them that they O.K.'d the idea in the first place." Murrow recently summed up his feelings on the subject by saying, "The theory of this business is that somebody wants to spend so many thousand dollars on a show, and if it costs twice as much as that to put on a good show, he gets a second-rate show. When we started 'See It Now,' I said I wasn't having any of that. If I wanted more than one camera crew, I'd damn well get more than one camera crew. They come to me now, the vice-presidents, and say, 'Look, there's so much going out of this spout and only so much coming in.' And I say, 'If that's the way you want to do it, you'd better get yourselves another boy.' "

What with his radio and television work, his royalties from the sale of records, and his director's fees, Murrow last year earned $211,126.20, which is more than anyone else with C.B.S. got for being serious in that same period. The largest part of Murrow's income came from his radio program, for which he receives thirty-five hundred dollars a week; to compensate, in part, for the liberties he took with the "See It Now" budget, he received only a modest fee, by the standards of the trade, for his labors on television. Murrow's father, a former locomotive engineer, is supposed to have once confessed to a friend that his son was "downright dishonest—making a living just talking." Murrow, who makes better than a living, appears to have something of the same guilty attitude toward the money he earns, and he gets rid of it as though he were obliged to show no enjoyment of it. In the city, he lives in a moderate-size Park Avenue apartment with his wife, Janet, and their eight-year-old son, Charles Casey. His country place, near Pawling, New York, is a log cabin, though, to be sure, the logs are costly cedar. He dresses expensively, but he usually wears an old trench coat or raincoat over most of the expense. He often goes to fancy restaurants and orders scrambled eggs. And he pays more income tax than his accountant thinks necessary. His most conspicuous form of waste, however, is gambling. Although he is a good poker player, late in the evening he almost invariably overbets his hands and comes out a large loser. He has been known to lose as much as twenty-five hundred dollars on the matching of a coin. "There's a little bit of the Warren Harding in him," Friendly says. "He'll say yes to anybody, and sometimes he'll say it before they even ask. Look at the royalties from those record albums of ours. For every four dollars he gets, I get six. Another guy with a big reputation like his would have said, 'Friendly, this deal is going to make you, so you take forty per cent and I'll take sixty.' Did he say that? No. He knew I was just out of the Army and broke, so he took the small slice."

Besides being the best-paid merchant of fact on the air, Murrow is without much doubt the most lavishly rewarded in sheets of paper suitable for framing. Since 1938, he has won forty awards or citations, has been presented with five honorary degrees, three of them LL.D.s, and has been appointed an honorary officer of the Most Excellent Order of the British Empire. He has also refused three offers of college presidencies and innumerable offers to write books, and he has given no encouragement to some influential friends who have urged him to go back to the State of Washington, where he grew up, and run for the Senate. "When it comes to politics, I've never had an ambition that lasted more than ninety days," he says. "And it ain't no false modesty to say that I don't know enough to write a book. I can write the language of speech, but that's totally different. When I write a book review or a preface to somebody else's book, Janet has to go through it and scatter the commas. As for the academic life, I'm fascinated by ideas, but I'm not an educated guy and I just haven't got the qualifications

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for it." Murrow is nevertheless subject to recurrent yearnings for quiet and leisure, and once or twice a year he tells Friendly that he has decided to take an educational job or a sabbatical. Friendly then thinks up some exhausting stunt, and no more is heard about the matter. Another friend of Murrow's doesn't believe Friendly need worry about losing his associate to the campus. "It's too late now for Ed to switch," he says. "Those wartime years gave him a feeling of importance. When he goes to England now, he doesn't have to call up a private secretary and wangle an interview with Churchill. Churchill wants to see him. Naturally, Ed gets a kick out of it, just as he gets a kick out of Eisenhower's calling him Ed. He's much too much of a showman not to have fun in the part he's playing. When he gets out of a plane, wearing a trench coat and a hat with the brim pulled down, he's Ed Murrow, the big correspondent. Maybe one reason he enjoys acting like a newspaperman so much is that he never was a newspaperman."

A recurrent desire to get away from it all is not entirely a handicap to a high-priced employee in maintaining himself in a milieu of power politics. Murrow has achieved a position at C.B.S. that is outside, and basically antithetical to, the corporate structure of authority. In radio and television, those who appear on factual programs are ordinarily looked upon as poor cousins of the entertainers, because, as in most business enterprises, there is a tendency to value performance in terms of the amount of money it brings in, and in that the entertainers notoriously lead the field. By appealing to all heights of brow—from the people who listen to comedians to the ones who tune in on symphonies—Murrow has risen far above the ranks of the poor cousins, and in doing so has achieved a singular amount of freedom from authority of any kind. Not only does he do pretty much as he pleases about running his own shows but he has had a fairly free hand in the creation and development of the whole C.B.S. news service. During the nine years he served as European director of the service, he hired many of its correspondents, often against the better judgment of his superiors, and he has doggedly fought off interference with their reporting, both from above and from the outside. Moreover, he has relentlessly looked after the best interests of the men he has hired—a loyal group known in C.B.S. circles as "Murrow boys." "There's not one of us who doesn't go and cry on his shoulder the minute something goes wrong," a member of this group has said. "And Ed will pick up the phone and get the right person on the wire and say, 'Hey, wait a minute! We can't do this to this guy.' " Another takes a broader view. "Ed is what keeps the whole thing together," he says. "The total product of Murrow is much more than Murrow on the mike." As for Murrow himself, he says staunchly, "The help I get from the correspondents is greater than any they get from me." Wells Church, the radio-news director at C.B.S., once complained, "Ed Murrow has collected the Goddamnedest bunch of camp followers, and not one of them is worth a damn." But Church is a "Murrow boy" himself.

Firmly entrenched though Murrow would seem to be, however, his position is an uneasy one, as he tacitly admitted when he insisted on inserting a clause in his contract that will release him from it should Paley ever cease to be the ultimate authority on the board. This proviso is an indication of a relationship that goes a long way toward explaining how Murrow has been able to carve out his highly unusual niche in C.B.S. affairs. "Bill Paley's got a conscience, and he cares about more than just making money," a man familiar with the workings of the company said not long ago. "But in radio you've got to make money before you can do anything else, and most of the brass at C.B.S. thinks in terms of profit, which on the air means entertainment. Bill needs Ed to remind him to think in terms of news. Well, it's a little bigger than that—let's call it responsibility. In that sense, you might say that Ed is Bill's conscience."

MURROW's occasional yearning for the campus may go back to the time, in his pre-radio days, when he was employed on the fringes of the academic world, or it may go back still further, to the time when, upon graduating from high school, he was forced to realize that, because of lack of money, he could not go to the college of his choice. Lack of money was the dominant theme of his youth. "I can't remember when I didn't have to work," he says. He was born on

a small farm near Greensboro, North Carolina, in 1908, the youngest of three brothers. (The eldest, Lacey, is now a brigadier general in the Air Force, and the other, Dewey, is a contractor in Spokane.) The "R" in Edward R. Murrow stands for Roscoe, which is his father's name. The father, an easy-going two-hundred-and-fifty-pounder, taught his sons to fish and shoot, and liked to roughhouse with them. Their mother, a Southern Methodist, weighed about ninety; a stern disciplinarian, she allowed no fishing on Sunday and no card-playing in the house at any time, and, as Murrow recalls it, "made the old man beat hell out of us when we were bad." The farm produced an income of six or seven hundred dollars a year, and all three boys had to help to make it produce even that, the two older ones driving a hayrake and thinning corn, and the youngest carrying slops and doing other light chores. When Murrow was six, his father sold the farm and moved to Blanchard, Washington, sixty miles north of Seattle, where he got a job as a farmhand, and for a while the family lived in a tent. Then the father found work in a sawmill and the family moved into a house, and from the sawmill he went to a logging railroad, first as a brakeman and then as a locomotive engineer. Murrow started earning money summers at the age of fifteen, as a whistle punk in a lumber camp, and at sixteen he was the fireman of a donkey engine; his last two years in high school he drove the school bus. After graduating, he worked a year as chainman for a survey gang, saving money for college. He wanted to go to the University of Virginia but decided it would take too long to earn enough money, so he went to Washington State College, where his brothers had gone. He helped to pay his way by tending furnaces and washing dishes in a sorority house, and in the summers he continued to work in lumber camps. He got good grades, went in for some college dramatics, and became president of the student council, but he had no time, and little aptitude, for athletics. "I don't even swim very well, because I was always working at the time when most kids learn," he says.

In his last year at Washington State, Murrow was elected president of the West Coast Student Councils, and this led, after his graduation, in 1930—at which he smudged a distinguished record by tripping over his sabre in the R.O.T.C. parade—to a job as president of the National Student Federation. The pay was twenty-five dol-

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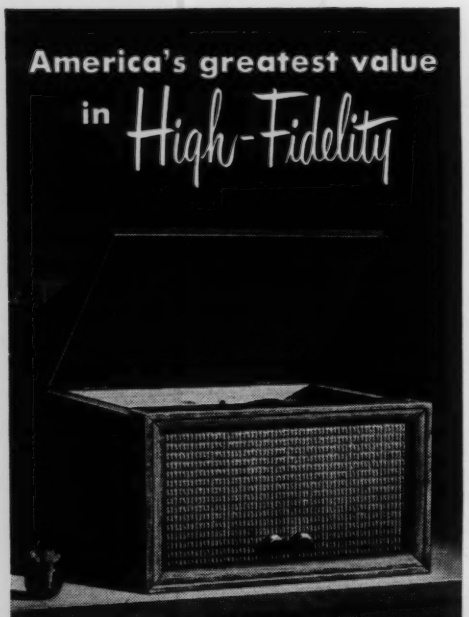

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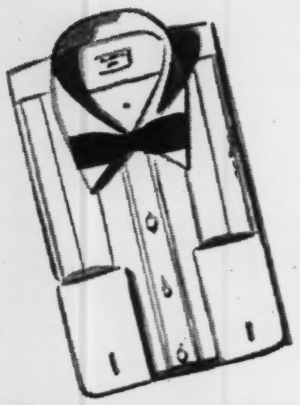

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lars a week and expenses, the office was a basement in New York, and the work was mostly arranging students' tours to Europe, at an average cost of two hundred and fifty dollars for the round trip. Murrow was an earnest and hard-working young man; in two years he not only arranged dozens of tours but made speeches describing them at over a hundred colleges and universities and took one jaunt around Europe himself. Then, in 1932, he found a better job, as assistant director of the Institute of International Education, an enterprise concerned with facilitating the exchange of graduate students and professors and financed by the Rockefeller Foundation and the Carnegie Corporation. One of the attractions of this job was a free trip to Europe each summer.

The director of the Institute was Professor Stephen P. Duggan, of C.C.N.Y. After Hitler rose to power, Duggan and several other educators organized an Emergency Committee in Aid of Displaced Foreign Scholars, and under this awkward and anxious letterhead Murrow, as the committee's secretary, carried on its correspondence. "It was the most satisfying experience I ever had," he said recently. "About ninety-eight per cent of the money came from Jewish sources, but we never raised any questions about the racial origin of a professor—only about his ability and whether a university would take him. I got more of an education from those professors than I'd ever had before. I was running a kind of revolving seminar. That's when I learned to talk slowly, too, because some of them couldn't speak English very well. Most of my time was spent with people twenty to forty years older than I was. They took me seriously, and I guess I took myself pretty seriously."

When Murrow was twenty-six, he was offered the presidency of Rockford, a small women's college in Illinois. Having just got married to Janet Brewster, a graduate of Mount Holyoke, whom he had met a couple of years earlier, he was on the verge of accepting the offer. "But the ladies hadn't pursued their investigations far enough to learn how young I was, or to find out that I didn't have some of the qualifications they thought I had," he says. "When they did find out, the whole thing fell through. That got me to thinking that there wasn't no future for me in the world of scholarship, because I didn't have the credentials. Then I heard that C.B.S. was looking for somebody to work on education, and that seemed to be the answer."

MURROW joined C.B.S. in 1935, as director of its talks-and-special-events department, which involved supervising educational programs dealing with political and scientific subjects and addressing various groups on the potentialities of radio as a medium of education. He got more into the thick of things during the months that preceded the Presidential election of the following year when, as assistant producer, he helped with some of the campaign broadcasts. In February, 1937, in New Orleans, where he had gone to deliver a speech before the National Education Association, he received a long-distance call from Edward Klauber, who was then the executive vice-president of Columbia, asking him if he would like to go to Europe and indicating that he wanted an immediate answer. Murrow immediately answered yes, and found himself with the title of European director of C.B.S., an office in London, and the duty of arranging programs of what he now speaks of as "culture stuff." "There never was such a job," he says. "I'd take a week or ten days to go to Rome to arrange for a broadcast by the Vatican Choir—which, of course, I could have done on the telephone. There were summer conferences in Salzburg and other pleasant places. I had no desire at the time to become a broadcaster. Why would I, with a job like that?"

It was more or less by accident that Murrow became a broadcaster. Radio reporting had fumbled its way to the point where not only politicians but well-known newspapermen were being called to the microphone to comment on important news. The National Broadcasting Company even had a correspondent in Europe to report the news over the air. Late in 1937, Murrow hired as an assistant, to help him get up "culture stuff," a former newspaperman named William L. Shirer, and stationed him on the Continent. Shirer was in Vienna—he was trying to arrange a broadcast by a chorus of school children—in March, 1938, when Hitler took over Austria. Shirer telephoned Murrow, who was in Warsaw, also on a musical mission, and reported that

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he had a story but couldn't do anything about broadcasting it, because of censorship. Murrow advised him to fly to London and broadcast it himself. Murrow then flew to Vienna. By the time he arrived, N.B.C. had been allowed to broadcast some comments on the Anschluss, and Murrow was able to wangle the same privilege. New York had raised no objection to his having put Shirer on the air—it was the first news broadcast from abroad in C.B.S.'s history—so Murrow made several broadcasts of his own. When he got back to London, he found that his status had changed. Klauber, who before going to C.B.S. had been night city editor of the New York *Times*, had persuaded Paley that there was something to radio reporting, and Paley had started giving a freer hand to his news director, Paul White. Because most of the news of the day was being made in Europe and Murrow was on the scene, Paley instructed him to build up a staff. Among the men whom Murrow hired—they now constitute the core of Columbia's news service—were Eric Sevareid, Larry Lesueur, Charles Collingwood, Richard C. Hottelet, and Bill Downs. After one of the new Murrow recruits had made his first broadcast, Murrow would frequently get a telephone call from Paley or Klauber complaining that the fellow was terrible. Murrow had a stock reply: "I'm hiring reporters, not announcers."

Murrow's behavior during the war was perplexing to his colleagues, to his employers, and, apparently, even to himself. During the Battle of Britain, he reported air raids from the streets and rooftops, drove an open car, and made a point of dining under a skylight, and he inexplicably found it necessary to have his office as close as he could get it to the headquarters of the British Broadcasting Corporation, which Nazi bombers treated as a prize target; the London C.B.S. bureau was bombed out of three offices, and the windows of a fourth were smashed. When the Allies took over the offensive in the air, Murrow showed at least an equal disregard for his own safety by his insistence on going out on bombing missions. Discussing Murrow's combat flights, a fellow-correspondent has said, "A man in Ed's position does it once to show he's ready to do what he asks others to do. He may even make two or three flights, if there's something extra special about them. But no more. I think Ed's got a martyr complex." Paley, whose efforts to keep Murrow on the ground failed so dismally, said not long ago,

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"Tingles with excitement"—Atkinson, Times
MAURICE EVANS in
DIAL M FOR MURDER
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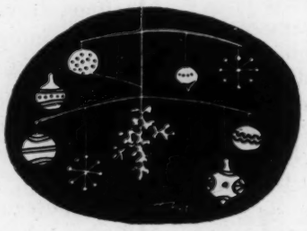
"He'd agree to stop it, and then the next thing I knew, he'd be off on another raid. I used to think he was afraid he was a coward, but it's more complicated than that." Murrow himself is not sure about the number of these trips ("It couldn't have been more than twenty-five") or why he felt obliged to make them. "Partly it was being a Boy Scout, I guess," he says. "Partly, I like fliers. Partly, it was a dromomania I have—I even have it when I drive a car. Partly, it was vanity. Three or four times in London, when I'd be sitting in the office with some of the boys, we'd hear the B.B.C. playing back things I'd said, and nothing has ever made me feel as good as that. I can't be logical about it. Like in 1950, when I decided to spend my vacation in Korea. Everybody asked me 'Why are you going?' and I couldn't think of any reason that made sense. It was just something I had to do."

Murrow became an important man in London. He not only had the entrée into governing and social circles that all influential American correspondents enjoyed but was held in especially high favor because of the fervor of his broadcasts at the time when England stood alone in the blitz. In addition, Mrs. Murrow was the London director of Bundles for Britain. Paley, who was also in London during a part of the war, as a colonel and deputy chief of SHAEF's Psychological Warfare Division, was impressed by his employee's prestige. "It seemed he was almost the most important American there," he said later. Apparently, Paley was also impressed by a quality of Murrow's that has been called—with varying degrees of sympathy—idealism, do-goodism, and the-world-on-my-backism; at any rate, during this period he told friends that his own outlook was broadening. At the end of the war, he persuaded Murrow to come back to New York as vice-president of C.B.S. in charge of news and public affairs; Klauber had retired, and the new vice-president was to take over some of his responsibilities. Murrow was reluctant to give up broadcasting, but Paley convinced him that his audience had gone with the war.



IT is generally agreed that Murrow was miscast as a vice-president. One man who left C.B.S. while he held the position has said, "Ed never could manage a news service, so after a year and a half he gave up." Those who still work there, however, concede that it is in large part thanks to Murrow that C.B.S. hires correspondents who are inclined to approach the news with an open mind and by and large leaves them free to report it as they see it, without policy directives or "guidance." (Marya Mannes, a radio critic, feels much the same way. "The key of C.B.S. is reason and reliability," she wrote in a recent article about the networks for the *Reporter*. "It is doubtful whether any news organization anywhere—the press included—has a better staff of reporters.") As a director, Murrow seems to have been a bit difficult in his dealings with staff members he had had no hand in hiring. "It's got to be admitted that if you weren't a 'Murrow boy,' you were under a handicap," one of these has said. "Ed couldn't seem to get it into his head that some of the others were just as good." Howard K. Smith, who succeeded Murrow as European director, has always been an exception. He was already a C.B.S. employee when Murrow promoted him to the post in London. At one time, a dissident group at C.B.S. formed a Murrow Isn't God Club, but it was disbanded after Murrow asked if he could join.

Of his tour of duty as a vice-president, Murrow says, "I was going to revolutionize radio from the inside—make it adult and intelligent. But I didn't like the 'in' basket and the 'out' basket. I didn't like budgets. I'm not a very good administrator. And I had some ideas that didn't turn out very well. We started something called 'C.B.S. Views the Press.' I naïvely thought that since the press takes it upon itself to criticize everything else, somebody had a right to criticize the press. It seemed I was wrong. At least, the show never found a sponsor and was dropped. Most of all, I didn't like firing people. I wanted to be a reporter again, because I needed the dignity and satisfaction of being a reporter."

Murrow's friends believe that his decision to give up the vice-presidency was brought to a head by the departure from C.B.S. of Shirer, who had returned from Europe in 1940 to become a commentator in New York. Neither Murrow nor Shirer likes to talk about the affair, but the facts appear to be that Shirer's sponsor complained about his broadcasts, Shirer was shifted to an

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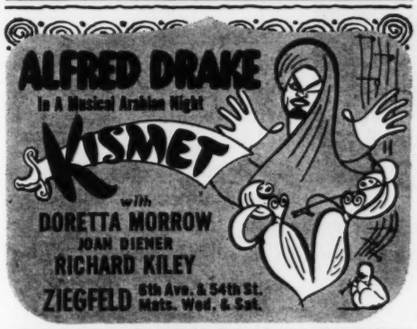

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unsponsored program at a less desirable hour, and Shirer resigned. Two or three newspaper columnists asserted that Shirer had been shifted because of his liberal opinions, and Murrow, as the official directly responsible for making the switch, came in for a good deal of criticism from the liberal benches. On the other hand, his supporters point out that if a sponsor objects to a commentator, the network can do little but substitute an acceptable one or lose the sponsor, and they contend that C.B.S. would have tried to find another sponsor for Shirer if he hadn't decided to quit. However that may be, Shirer's leaving must have been painful to Murrow, for after all Shirer was the original "Murrow boy." Murrow gave up his vice-presidency in the summer of 1947, and returned to broadcasting that September. "I was pretty nervous there for a while," he says. "I had to get my audience back." The chances are that, Paley's earlier views notwithstanding, it had never strayed very far. Murrow's doomful baritone was as well suited to a cold war as it had been to a hot one, and by the autumn of 1947 a great many people were evidently waiting to be assured that no matter how bad things were, Murrow was there to interpret them. Radio statistics are not always reliable, but for what they are worth, they credit Murrow with almost three million listeners.

A single daily radio program was not enough to satisfy Murrow's restless nature. While he was still a vice-president, Friendly had come to him with the idea of the "I Can Hear It Now" albums, and together they had listened to recordings of broadcasts of historic events from 1932 to 1945. Now they went to work in earnest on the project, and in 1948 they brought out their first album; it was soon followed by two more. In 1950, Murrow and Friendly tried the "Hear It Now" idea on radio, but dropped it a few months later in favor of their "See It Now" television show, which now is supposed to have an audience of around three million. During its first two seasons, "See It Now" appeared on Sunday afternoon, but last September it was moved to Tuesday night, at ten-thirty, so that Murrow might have a chance to rest weekends. Perhaps a little frightened by this prospect, he started a new television program within a month, which he presents on Friday nights at ten-thirty. Called "Person to Person," the new show consists of a series of interviews in which Murrow, at the studio, holds successive conversations with two celebrities in

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their homes here or, if they are from abroad, in their hotels. "Person to Person" has already won an award (the Sylvania) as "the most outstanding new television series of the year," and Murrow has derived a certain amount of fun from pairing such disparate individuals as Earl Blaik and Valentina, Tallulah Bankhead and Theodore H. White, Sir Roger Makins and Joe Louis, and V. K. Krishna Menon and Eva Gabor. At the conclusion of a "Person to Person" program, Murrow is able to embark on his weekend in a suitably exhausted condition.

In addition to these programs of his own, Murrow provides recorded introductions for "This I Believe," a five-day-a-week radio program, arranged by Raymond Swing, that presents the philosophies of various public and private citizens. The day after the broadcast, the credos are syndicated in sixty newspapers. Last year, some of them made yet a third appearance—in a book, named after the program, for which Murrow provided the introduction. It has sold three hundred thousand copies.

ORDINARILY, Murrow starts work on his radio broadcast at five o'clock in the afternoon, having read the news from time to time during the day and thought from time to time about its darker potentialities. Promptly on the hour, as indicated by a clock over the door of his office—a small corner one on the seventeenth floor of the C.B.S. Building, on Madison Avenue—he strolls into an adjoining office that is occupied by Jesse Zousmer, a cheerful former newspaperman, who writes most of Murrow's copy for the news report that constitutes the first half of the program. Zousmer has been joined earlier by John Aaron, a roundish man with a worried look, who produces ideas and does research for the program. After Zousmer has poured the three of them a small drink of Scotch from a bottle he keeps in a cabinet, they begin to discuss the evening's broadcast. Aaron and Zousmer have been discussing it most of the day, and have usually found in the news a pattern that suggests a suitable subject for the endpiece, which Murrow writes—or, rather, dictates—himself, filling it out with background material supplied by C.B.S. correspondents in the field. Since both his assistants have trained themselves to think as much like Murrow as possible, Murrow is likely to agree to their proposals, adding remarks that, once they've had some editing, he may repeat over the air. One afternoon a while ago, for instance, the day's news consisted largely of dissension among the forces opposed to Communism, and Murrow said, "And all that trouble started without a single goddam Russian being hit over the head with a billy club, doused with a fire hose, or prodded with a bayonet." Zousmer made a mental note to put the words into the news report, deleting the "goddam" as he did so.

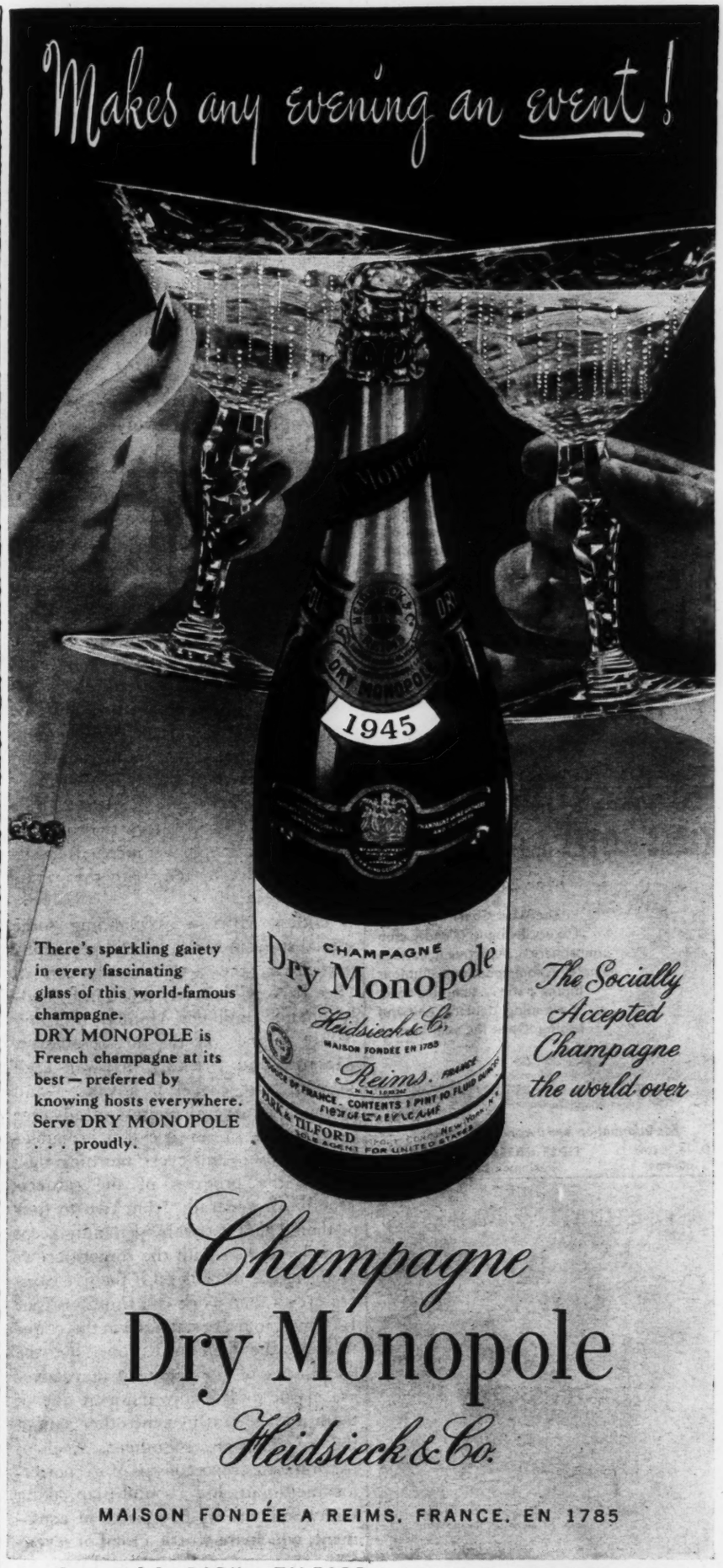
Murrow has developed an accurate sense of time, which enables him to break up the conference within a minute or so of six without looking at the clock. He returns to his office and dictates his endpiece to Miss Kay Campbell, who has worked for him since 1937. Zousmer, meanwhile, begins to "rough" the copy of the news report on his typewriter and Aaron starts searching for some quotations appropriate to the subject of the endpiece. Murrow will choose one of these as his "word for today," a half-minute homily that he delivers after the closing commercial and by means of which he has persuaded his sponsors not to interrupt the main part of his broadcast. By seven-fifteen, Miss Campbell has typed the endpiece and Zousmer has brought in his copy. Murrow reads the entire script and then goes back over it and changes a few words here and there. He likes alliteration, and will change "mistrust" to "distrust" if there is another "dis" nearby.

By seven-thirty, Murrow has finished editing the script, has read it over several times, and has picked a quotation from Aaron's list. Up to that point, he has been pretty much at ease, but now, with nothing to do but wait for seven-forty-five, he begins to get nervous. He glances at whatever late news bulletins Zousmer may bring him, although he seldom adds anything to his script unless it is very important. He makes a couple of impatient trips to the water cooler. By seven-thirty-five, he is again seated at his desk, leaning back, his hands behind his head, and going over the script in his mind as he stares moodily out the window or at the wall before him, on which hangs a large photograph of Carl Sandburg, inscribed "Edward R. Murrow—reporter, historian, inquirer, actor, ponderer, seeker—Yrs., Carl Sandburg." Zous-

mer and Aaron allow him a few minutes of this, and then one of them comes in with a question to distract him. When the clock over the door says seven-forty-two, Murrow gets up and starts down a short corridor that leads to the studio. Zousmer and Aaron accompany him as far as the entrance. His coat is off and he is wearing red or green suspenders over a light-colored shirt; his collar is open and his tie loosened; his sleeves are rolled not quite to the elbows. His face is covered with sweat and his expression and movements are a good deal like those of a man going to his execution.

In the studio, Murrow sits down at a table before the microphone, which he tries not to look at. ("I've never got over a slight sense of fright at the sight of one of those things," he says.) He lays his copy in front of him, blows his nose, takes a drink of water, says something to test his voice, runs a hand over his face, and watches the clock. As the program goes on the air and the announcer, Bob Dixon, spells out "A-m-o-c-o," Murrow's face takes on a look of disgust and his right foot begins to tap softly. It keeps tapping until Dixon has intoned, "Now here is Edward R. Murrow," and then Murrow's voice comes in on the downbeat, in portentous cadence, giving each word the same stress: "This—is—the—news." For all its portentousness, there is often a small tremor in his voice at the outset, and during the first minute or so he sounds like a man reading, but he soon loses his self-consciousness, and by the time he goes into his endpiece, his head is wagging as Franklin D. Roosevelt's used to, his eyebrows rise with every point he makes, and his voice has the resonance of an orator's. Two minutes before his time is up, an assistant director sitting beside him slides a stopwatch onto the table in front of him. Since his program has different sponsors in different parts of the country (it is Hamm's beer in the Midwest, and Hudson cars and Safeco insurance in the Far West) and all will start chattering at exactly twenty seconds past 7:57, New York time, Murrow does not have the slight leeway enjoyed by broadcasters with just one sponsor but must finish on the second. "I'd rather go too fast and have to ad-lib at the end," he says, "than go too slow and lose the punch by having to speed up."

From the studio, Murrow goes directly to a lavatory, where he washes the sweat from his face, wets and combs his hair, buttons his collar, and adjusts his tie. He returns to his office to pick



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up his coat, and then, with Zousmer and Aaron, takes the elevator to the ground floor of the building, where there is a bar-and-grill called Colbee's. Three stools at the far end of the bar are reserved for Murrow and his lieutenants, and so is a bottle of House of Lords Scotch. Murrow takes his Scotch with water and without ice, and he needs two, and sometimes three, drinks to ease his tension; Aaron and Zousmer know that it has begun to ease when he stops staring into his glass and says something to one of them.

BEFORE Murrow became so deeply involved in television, he and his wife went out to dinner two or three times a week, or had friends in. (The guests would be invited for eight and Murrow would arrive at eight-thirty.) Nowadays, he is more likely to snatch a bite with Aaron, who conceived the idea of "Person to Person," and spend the evening working on it with him, or to meet Friendly for dinner and talk over ideas for "See It Now" programs. Murrow spends the better part of two evenings each week preparing for his television shows and the better part of two more evenings putting them on. Although he seldom gets to bed before two o'clock, and often stays up past four, he is usually in his office by ten, with the papers already read.

Unless Murrow is planning some special stunt in which he will personally participate, the actual production of "See It Now" is pretty much in Friendly's hands until the Monday morning before it goes on the air. However, Murrow and Friendly map out each show at least a week in advance—and as much as several months in advance in the case of an occasional double-length show—and every morning they discuss the progress of the subjects (there are generally from two to four of them) that it covers. Friendly keeps in daily contact with the camera crews by telephone or cable. Of the five camera crews that work full time for "See It Now," four are stationed in this country and the fifth in Europe, but the boundaries of the territory they cover are elastic and at any moment one of them may be sent to some other part of the world on an assignment. Each of the domestic crews consists of a reporter, a cameraman, and a sound man, along with some twenty-five pieces of equipment, which are worth a total of seventeen thousand dollars; the European crew has the same makeup except that the nearest C.B.S. correspondent fills in as a reporter. In addition to its own crews, "See It Now" has an arrangement with "News of the Day," a newsreel company, that permits it to use the three newsreel crews the latter outfit maintains, in New York, Chicago, and Los Angeles. During a fairly typical week last summer, Friendly had one crew in South Carolina working on a hydrogen-bomb sequence, one doing a local story about an umpire, one in Washington, one in Luxembourg, and one getting ready to go to Korea. Film comes in from the crews all week long, and Friendly decides how it should be presented and, with the help of three cutters, trims it down to enough for an hour-long show. He then runs this off for Murrow, who criticizes and makes suggestions for its final cutting to half-hour length. In theory, this is done early Monday, but in practice it often breaks into Murrow's weekends. From Monday morning until the show goes on the air, the two men work over the script of Murrow's commentary and rehearse the show two or three times, taking only a few hours off for Murrow to prepare and deliver his "This Is the News" broadcasts and for both men to catch a little sleep. The preparation of the commentary is rather like that of the news broadcast. Friendly usually writes the first draft, Murrow rewrites it, and then they both polish it up during rehearsals.

Murrow is even more nervous before a television appearance than before a broadcast, and submits to having his face made up with much the same lack of enthusiasm that he displays while listening to the commercial on his radio show. He refuses to let the makeup man daub over a mole on his right cheek, which he seems to consider a kind of trademark, like the cigarette he is always smoking when he turns to face the camera.

IN June, 1952, shortly after Murrow had made one of his periodic remarks to Friendly about leaving radio and television for a nice, quiet teaching job, Friendly came up with a proposal that made him forget all about campus life. The United States Air Force, it seemed, was prepared to stage a sham atomic attack on New York City in order to demonstrate to the public why the nation could not be adequately defended from air attack without an organized ground-observer corps.

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Friendly suggested to Murrow not only that the attack would make a fine subject for "See It Now" but that Murrow should participate in it, and Murrow agreed. As the show was worked out between the Air Force, Friendly, and Murrow, three B-29 heavy bombers would approach the coast of Maine from the north, flying too low to be detected by radar. They would continue down the coast and across Connecticut, where civilian watchers would be primed to spot them as they gained altitude for the run over New York. Three two-seater jet fighters from Otis Air Force Base, near Falmouth, on Cape Cod, would intercept them and (theoretically) shoot down one, leaving the two others free to (theoretically) destroy New York. Camera crews on the ground would photograph the workings of the spotter system, the flight of the bombers, and the takeoff of the jets. In one of the bombers, flying from England, would be a camera crew and Howard K. Smith, who would temporarily desert his European post for the occasion. In one of the jets would be a cameraman. In another, with a microphone, through which he was to describe what he saw for the show's sound track, would be Murrow.

At ten-thirty on a Tuesday night Murrow left LaGuardia Field for Otis Base in a bucket-seated C-47, which had been flown down from Stewart Air Force Base, at Newburgh, to pick him up. He had made his evening broadcast, stopped at Colbee's for two Scotches and a ham-and-cheese sandwich, picked up a suitcase at his apartment, and taken a taxi to the airport. It was a warm evening, and when he got into the plane he was wearing a well-used hat and had a trench coat over his arm. Once in the cabin, he removed his hat and jacket, loosened his collar, and, as the plane started to climb, took small sips of whiskey from a bottle. He was sweating heavily.

An hour later, the plane landed at Otis Base in a Cape Cod mist and Murrow was met by his camera crew and two public-relations officers. After he had left his suitcase in a guest cabin, the two officers drove him and the camera crew and the two pilots of the C-47 to the Coonamessett Inn, a couple of miles from the base. There they met several jet pilots, including Captain Robert D. Rohlfs, with whom Murrow was to fly the next day. A woman at the bar carried her drink to the table where Murrow was sitting and asked, "Which one of you is this Edward R. Murrow I've been hearing so much

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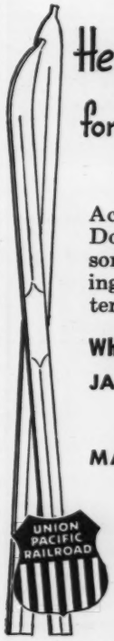

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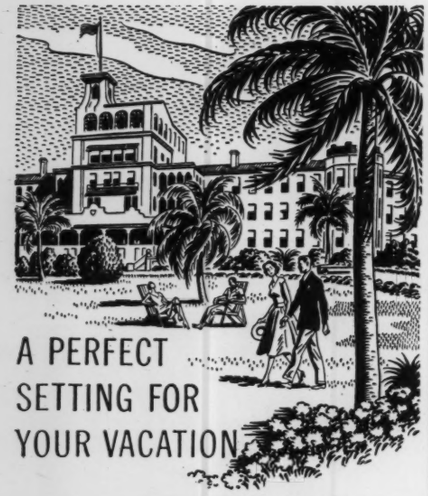
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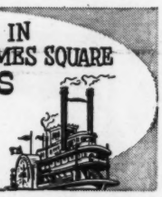

about?" Murrow pointed to his cameraman.

The inn stopped serving drinks at one, and soon afterward the party drove back to the base and stopped off at the house of Major Ben Atwood, who began explaining to Murrow what he would hear during his flight. "You'll be sitting in the rear of an F-94, and you'll hear all the intercepts," Atwood said. "You'll also be able to talk to the pilot."

Murrow said, "The way we've set this up, there ain't going to be anything along the lines of what we usually call commentary. We don't want any 'Now we're going over Stamford. Now we're going over White Plains.' What we want is what normally goes on on the intercom."

Rohlfs said, "That would be obscene, sir."

Murrow said, "All I want from the pilot is if all he hears from the bombers is 'Bombs away,' that's all I want from him. All I want is what's said from the ground to the air—to the guy I'm flying with—that's all I want. If we can make it as actual and casual as it is in actual operating, that's the way I want it. When we get on the ground, we can patch it together. The whole idea is to say to the listener, 'This is what you would hear. This is what would happen if there's an air attack.' "

Atwood said, "If it runs as it should, there'll be very little chatter on the air."

Murrow said, "All right, but one thing we've got to avoid is either conversation or pictures that would not occur. This is not a show to show Murrow went up in a jet. That's the least important point. If the Russians turn up next Wednesday, Murrow may not be here."

The party broke up at three-thirty, and the two public-relations officers drove Murrow to the guest cabin, promising to call for him at seven-thirty. Murrow got to bed at four and woke up spontaneously at seven-fifteen. After breakfast at the officers' club with several of the pilots, he was escorted to the operations office, where he learned that the weather was moderately good, with a visibility of six miles and with thin, scattered clouds at twenty-five hundred feet over New York and thunderstorms in that area. At nine-fifteen, everyone who was to take part in the operation was assembled for a briefing by Lieutenant Colonel Frederick Ploetz. The three bombers, Ploetz announced, were then over Bangor at twenty-five hundred feet, flying a V formation. After passing Bridgeport, they would climb

to five thousand feet, and would later go to eight thousand for the run over New York. The three fighters would intercept them over Bridgeport, and halfway down Long Island Sound, one of the bombers would drop out of formation; each fighter was to make one pass at it as it went down. The fighters would then make passes at the remaining two bombers until they reached downtown New York.

Murrow was given a heavy khaki flying suit, a Mae West, and an oxygen mask with a microphone fitted into it. When everybody was dressed for the flight, he and his camera crew and the three pilots were driven to the field, where the fighters were lined up before a low frame building. As a preliminary to photographing the action, Murrow and Rohlfs made a couple of practice climbs into their ship, during which Rohlfs had trouble with his parachute leg straps and Murrow with his breathing. "I'm getting too goddam old for this," Murrow grunted. With about half an hour to wait before takeoff time, he asked his sound man to bring over a portable microphone and, gathering the fliers around him, described the scene for the tape. He then sat on the steps of the building with the pilots and chain-smoked until the takeoff bell sounded, at exactly ten-thirty.

Murrow's plane did not get back to the field until two-fifteen. By then, the other two jets had long since returned. Murrow said afterward that his recollection of the early part of the flight was confused. "The first time we pulled out of a dive, I nearly blacked out," he said. "It was like an elephant on my shoulders." On the way back from New York, Rohlfs, finding that the plane's fuel supply was low, had headed for a field at Suffolk, Long Island, to replenish it, but as he was coming down there his hydraulic landing gear had stuck, and he had had to land on his emergency gear. Upon getting out of the plane at Otis, Murrow gratefully accepted a drink of whiskey. Presently, he took off his flying suit, had another drink, and ate a sandwich for lunch.

A few minutes after three, Murrow left Otis in the bucket-seater. Throughout the trip back to LaGuardia, he sat leaning forward in his seat, elbows on knees, smoking with every breath (he smokes about sixty cigarettes a day), and appeared to be studying the sweat that dripped steadily from the end of his nose. The plane landed at LaGuardia at four-thirty. Friendly met him at the airport with a car and drove him to the office. When Murrow got

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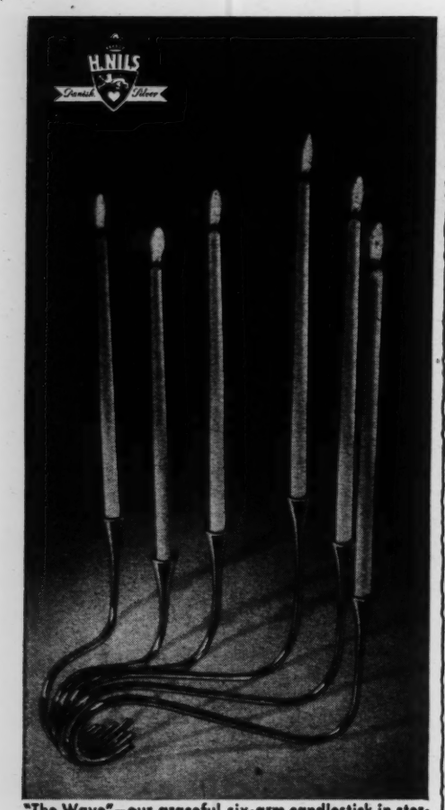
there, at five-fifteen, he found that Zousmer had already written the first part of his news broadcast, and proceeded to catch up with his schedule. After the broadcast, he had dinner near the office, and at one-fifteen, accompanied by Zousmer, caught a plane for Denver to hold a television interview with Dwight D. Eisenhower, who was then a candidate for the Republican Presidential nomination. During the ten-hour flight, he drank quantities of tea, coffee, and warm Coca-Cola, sweated most of it out, and slept about forty-five minutes. In Denver, he set his watch back two hours and slept those two hours in a hotel. For the next two days, he worked on the interview, made his usual "This Is the News" broadcasts, with Zousmer's help, and got one night's normal sleep—six hours. He left Denver by plane at ten-thirty Friday night and, after keeping Zousmer awake all night, talking politics, arrived in New York at nine-thirty Saturday morning. Going straight to his apartment, Murrow had breakfast, slept two hours, and at one o'clock got out his Chevrolet convertible and drove to his house in Pawling, where Mrs. Murrow was entertaining Sir Gladwyn Jebb, then Britain's delegate to the United Nations, and Lady Jebb. Immediately after dinner, he drove back to New York, making the seventy-five-mile trip in his customary hour and three-quarters. From eleven until three, he worked at his office with Friendly, editing film and writing copy, and then went to the apartment to get some sleep, so as to be fresh for the next day's television show.

Throughout that summer and fall Murrow kept up a gruelling schedule, and in December he spent Christmas week in Korea, where he prepared a half-hour television show. Upon his return, he landed in Seattle with an earache and a high temperature, and retired to a hospital for two days. No serious trouble developed, so he flew on to New York, but a month later he went to Presbyterian Hospital for a checkup. Nothing was found to be wrong with him but fatigue, and he was ordered to take a three-month vacation. After an argument, the doctors agreed that he might do anything he pleased, as long as he didn't have a deadline. Accordingly, in the latter part of May he temporarily gave up his radio and television shows, and began his vacation by flying with his wife and son to the Coronation. Leaving his family in England, he flew back to New York, editing film en route for a C.B.S. show on the



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Coronation, and shortly after he arrived here, he appeared on a two-hour television show commemorating the fiftieth anniversary of the Ford. Then he flew back to England, where he and his family spent a fortnight in Cornwall and a week in London, after which they returned to New York by ship. After a week's rest in Pawling, Murrow flew to the West Coast, made a C.B.S. television show called "Television City" in Hollywood, a "See It Now" show on logging in Oregon, and a documentary movie about the Aluminum Company of America at the company's plant at Vancouver, Washington. While out there, he stopped in to see his parents, who now live in Bellingham, Washington, and his brother Dewey in Spokane. By the end of August, he was back in New York, where he worked with Zousmer and Aaron on plans for his fall program. The second week in September, his vacation over, he flew to Berlin to make the first "See It Now" show of the new season and to confer with the C.B.S. European correspondents in preparation for embarking on a new season of deadlines.

Those correspondents, most of whom not only would be uneasy in their jobs if anything should remove Murrow from his but, quite apart from that, regard him with an affection bordering on the filial, had worried a good deal about the state of his health, and worry had led to rumors. While he was on his prescribed vacation, a friend of his in Europe who had heard the rumors wrote an anxious letter to him at his New York office. Murrow replied, "This fall I shall merely have five radio news shows a week, plus two half-hour television shows, plus a few extracurricular activities. I hope the foregoing answers your question regarding health, although what it reveals about my sanity may be another question. As far as strenuous work is concerned, I can do no better than to quote you a comment by my mother, who said, 'It is better to wear out than to rust out.' As ever yours . . . "

Before the letter was typed, Murrow was aboard the plane for Berlin, and so it wasn't signed.

—CHARLES WERTENBAKER

•

Effective October 2 the Post Office started carrying some first class mail between New York and Chicago and Washington and Chicago at the regular first class rate. This is a test that could expand into a regular service.—*Rush, an advertising magazine.*

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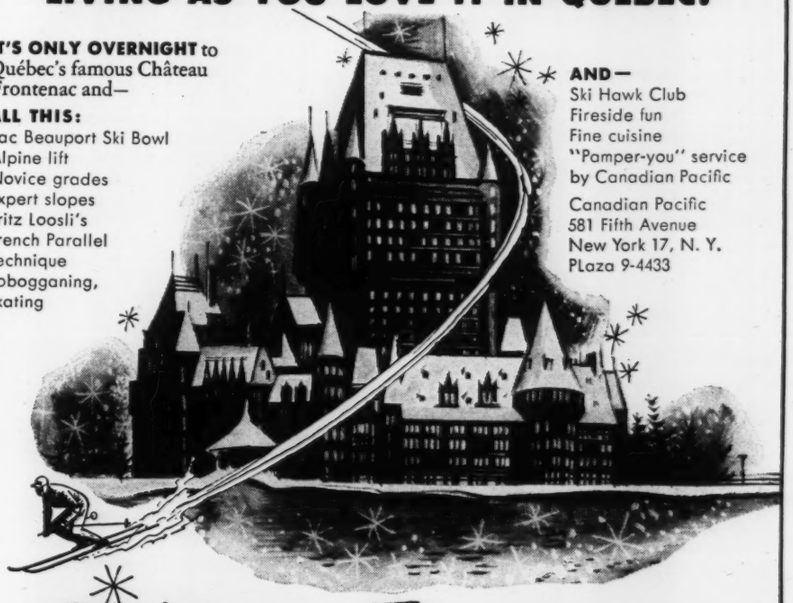

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Established 1803. Published every morning by The News and Courier Company, 134 Meeting street. Leased Wire dispatches, The Associated Press, AP Features, The United Press, The International News Service. Entered as second-class matter at the postoffice at Charleston, S. C., under the act of March 3, 1879.

No responsibility will be assumed by the publisher for omissions or errors occurring in advertisements, but corrections will be made at no additional cost in the next issue following when attention is directed to them.

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States Rights Electors

The eight presidential electors in South Carolina pledged to support the States Rights ticket of Governors Thurmond and Wright are:

Eugene S. Blease, of Newberry.
R. Charlton Durant, of Manning.
Irving M. Fishburne, of Walterboro.
J. K. Mayfield, of Denmark.
Leon W. Harris, of Anderson.
Harry M. Arthur, of Union.
E. Clyburn Wilson, of Lancaster.
Thomas R. Miller, of Florence.

Unconquerable, Triumphant

While it is the constant and not invariably successful effort of The News and Courier to eschew and avoid the habits of a braggart, it here and now, speaking as the newspaper organ of the "Rebels" of Charleston, pronounces that they have added to its piles of conceit. These players are of the salt of the earth and what they have done to mitigate the swell-headiness of Macon, Greenville, Columbia, Jacksonville, Savannah, Augusta, Columbus and other subordinate cities and settlements fills us with glee which may have a flavor of diabolic vanity if we don't watch out. Still, our gloating is not unmingled with sisterly sympathy when we contemplate what our lads have done to Savannah.

The Common Law Abolished

The common law has been abolished in the United States of America, and mob law preventing persons who try to work in opposition to the wishes of others has been substituted for it. Violence by the mobs is condoned by the loudest voices in the civilized cities while condemning lynch law.

Race History Since 1909

Southern white people not totally ignorant of history and not living off the taxpayers know and will admit that in the administrations of Taft, Harding, Coolidge and Hoover, 16 years, they were not molested by the federal government in their relations with the colored people, that disturbance of those relations began with the Franklin D. Roosevelt administrations and are continuing under the administration of Harry S. Truman.

Mr. Roosevelt named Mr. Truman as his

bacco is Old Weed. It says so right here on the label. It was good enough for them and it is good enough for me."

He filled his pipe, lighted it and was very sick.

Two Names Come to Mind

Governor Thurmond sees that he does not "belong" on the national Truman-McGrath "Democratic" committee. To the state convention executive committee which has nominated Thurmond and Wright electors he submitted his resignation as committee member of the McGrath outfit. It is the national agency of the Mixiecratic party.

To an outsider, the names first coming to mind for national committeeman of South Carolina on the national Mixiecratic committee are Hinton and McCray. We see their names in the newspapers as reporting activity for the FEPC, the Truman party, oftener than those of any two white South Carolinians.

The Mixiecrats of South Carolina might achieve harmony by naming a colored man and a white "leader" for membership on their national committee, each to have half a vote.

While it is not our province to advise, we say that the harlemites of Pittsburgh, New York, Cleveland, Philadelphia will bitterly, angrily, resent Jim Crow of negro "Democrats" in South Carolina by Truman-McGrath "Democrats." It won't do. It would help to drive the Northern harlemites back to the horrible Republican party.

The States Rights party is a national party. It is not a Mixiecratic party.

Will Ever They Learn It?

The liberties of Americans are in inverse proportion to the taxes they pay and the quantity and variety of government that they set up and support. (They don't know it.)

Inquiring Into Compassion

There are not in South Carolina See-what-I-got-for-you statesmen who are at pains to prove to their constituents that the great hearts of the Northern and Western rich are touched with compassion for the Southern states and are voting them from the national treasury more proportionately than they take out of it for themselves.

Might Challenge Dewey

When a citizen of South Carolina "challenges" the candidate of the national States Rights party to debate he unconsciously implies that he thinks of South Carolina as an independent state not closely related to other states--and that implication is creditable to him.

Candidate Thurmond will not accept the invitation, but perhaps Candidate Dewey or Candidate Wallace would. Were Mr. Thurmond to join the debating society of the South Carolinians he would be interpreted as withdrawing from his national candidacy. Both Candidate Wallace and Candidate Dewey are contemplating tours of the South, and, though South Carolina is not mentioned in the itinerary of either, both might come into THURMOND'S state and debate if they could find a fellow of their size and class to defend Trumanism.

Mr. Thurmond is

al States Rights party is needed for the

Dewey has carefully and brazenly whitewashed these lynchings."

The News and Courier has been saying all along that there are lynchings in the North but that the Northerners just don't call them that. Now comes Mr. Wallace openly accusing New York, the home of FEPC, of failing to stop lynching and beating negroes. It thus can be seen that neither Mr. Dewey nor Mr. Truman is sincere in the phoney "civil rights" issue.

The man of 1948 is J. Strom Thurmond, running on a platform of States Rights and local self-government.

Russian Press Threatens

Russia last Saturday was threatening to destroy the right of Germans of the west to govern themselves, and Russia would destroy that right if it could as far west as the Golden Gate at San Francisco and to Hawaii and Japan.

Dishonoring Mr. Roosevelt

Henry A. Wallace, member of the cabinet of Franklin D. Roosevelt and vice president of the United States by his designation, embodies the theories about race relations expressed by Mr. Roosevelt and puts them into practice. An egg flung at Henry A. Wallace is an egg flung at the name and memory of Franklin Delano Roosevelt.

Relief for the South

More than 100 years Southern white people have had it dinned into their ears how wicked they were as slave-holders and then as oppressors of negroes and now they are having some (not entire) relief because the Northern critics' attention is largely occupied with the "Reds" they have produced, some of whom they have got into the government they elect.

Moscow Is Their Capital

"The fool has said in his heart there is no God". Moscow is the capital city of the fools of Earth.

Backward Glances

News our grandfathers read in The News and Courier, September 13, 1898:

In the current issue of the New York Medical Journal, one of the leading medical publications of America, there is an interesting article by Dr. J. Wilkinson Jervey, of this city. The article has attracted much attention professionally and Dr. Jervey is to be congratulated upon it.

Charleston did not make any big demonstrations yesterday in honor of the Labor Day celebration.

Charleston has been treated to a number of surprises, during the past year or two. The building of the trolley line was a big surprise, the subsequent opening of Chicora Park and then the transformation of the Isle of Palms, and the coming of the soldiers, etc., were others. But there is still another surprise in

beyond the baseball park

what it is

black. Without needing to get him-

His Day 'Off'!

'Gentle Outsider' for South

By John Temple Graves

"Eftsoons they heard a most melodious sound . . ."

The Heaviside Layer and the wide world to which it bounces radio waves heard Wednesday evening what we of the South identified as a rare and most melodious sound. It was Edward R. (This is London) Murrow, of Columbia Broadcasting company, speaking to his nightly nation-wide audience from Birmingham, speaking tolerantly, understandingly, penetratingly, of this area's conduct and viewpoint as Henry Wallace passed and of our deep conviction that we must be let

ana is partly dynastic urge, it seems, but partly, too, another success for the famous technique of taxing and taxing to spend and spend and elect and elect. Uncle Earl, with Russell's aid and advice, has taxed Louisianians an additional $80,000,000. With the money he has inaugurated services, institutions and handouts which win the family the votes it needs when election days come.

Those North Carolinians who made out unfairly that the States Rights mass meeting in Birmingham last July was all Claghorn, clamor, cheapsterism and clap-

eggs and tomatoes must fall. Be sorry for Mr. Wallace, but not too sorry. It was all immensely worth his while. Think what a hero he will be when he gets back to Madison Square Garden.

Mr. Wallace helped himself but I think he also helped the States Rights ticket. His reception in North Carolina told upper South politicians that their people are not so far removed from deep Southerners after all. And he focused Southwide attention and feeling on the dream world in which outsiders live when they picture the South.

Immortal in that dreaming should be his reported comments at Greensboro, N. C., after being

his messia complex oozing with the eggs, he said: "The faces I have seen distorted by hatred are

tuna seems to a shark, and their vengeful spirit couldn't resist the temptation to "get even". Get even for what? Well, he had once seemed top dog, but now they could hurt him without risk.

In Aesop's fable, the ass enjoyed kicking the sick lion. So these people enjoyed making fun of Bill, or snapping at him, or in other ways showing their disrespect—knowing he wouldn't strike back.

The moral is that mankind must have a new spiritual birth before the decent can be humble without being preyed upon by the evil, the envious and the tyrannical.

Letters

The News and Courier welcomes 200 words when they are legible, preferably typed, accompanied by the real name in longhand Persons sending letters not complying with the foregoing will understand the reason why their letters are not printed.

Pennsylvania Story

To The News and Courier:

Mr. Sprigle's article calls for a few lines. I wrote him a letter telling him if he would read the book, "The Valley of Decision", he will find there, in print, describing how poorly whites lived, wages ten cents an hour. Families of whites were so poor, two families lived in the same house, one slept while the other worked, vice versa. I told him it made me weep the tale was so pitiful, equal to "Uncle Tom's Cabin". These people help Carnegie and others make their first million. This was the cause of unions. All this happened in the state of Pennsylvania.

MRS. A. W. TAYLOR, SR.
Columbia.

Political Integrity

To The News and Courier:

There is some cause to fear that Mr. Truman confuses second-hand misinformation with the truth. In an address in which he said he had a copy of the constitution in his pocket he also said that the "three" wise men were led by the star of Bethlehem to the "babe in the manger". It is regrettably possible that the president reads the constitution as carelessly as he quotes the Bible, or is too susceptible to the false doctrines surrounding him.

This country is in desperate need of leaders of character and moral fiber, who know and respect the constitution. The stand of Mr. Truman, Mr. Dewey and Mr. Wallace should be publicly inquired into. Do they, with life and fortune if need be, uphold the inviolability of the Bill of Rights? Amendment X? Do they acknowledge the illegality of the acts and amendments of 1863-1868 which were, and are, null and void—because unconstitutional?

We invite ruin if we have leaders who are ignorant of the history, aims, and traditions of this country. We are in danger if we have a president subservient to power politics and big city machines. How many of the "big city" leaders of today are descendants of the predominantly Anglo-Saxon Protestants who made this country and set its laws? By what right does our government permit intrusion into our affairs by the foreign-born—either naturalized or visiting?

successor by having James F. Byrnes displaced for him upon the advice and insistence of the late Sidney Hillman. Until the election of Franklin D. Roosevelt the white people of the South had been free from political race troubles since the retirement of Theodore D. Roosevelt in 1909.

The foregoing are facts that no white man in South Carolina will dispute.

Cotton Mill Workers See

A national "Democratic" party will probably survive in South Carolina and the majority of its members in 1950 will be colored people. Members of congress adhering to this party will be granted priorities on committees by the Trumanites and Harlemites if they shall control the congress. In parts of South Carolina is thinking or guessing that the textile workers, who are numerous, will not have sense enough to find out that "Democratic" leaders are relying on their votes in combination with the heavy negro vote in the Low-country counties to stay in power. These thinkers and guessers are thinking and guessing wrong. The cotton mill workers, regardless of the Taft-Hartley law, will not combine with the colored "Democrats".

Loyalty to a Name

Tom Johnsmith, a South Carolinian and a pipe smoker, had been exceptionally fond of a brand of smoking tobacco known as Old Weed. Ever since he had been a grown man, Mr. Johnsmith had smoked Old Weed, with great delight and satisfaction. A liking for the particular brand of tobacco had run in Tom Johnsmith's family. Both his father and his grandfather before him had been smokers of Old Weed.

There came a time in Mr. Johnsmith's life when Old Weed tobacco began to disagree with him. It tasted bad in his pipe and made him sick at his stomach. He examined the tobacco and found that its manufacturers had changed the ingredients. He smelled of the tobacco, and it smelled to high heaven. And still he smoked it in his pipe, even though it revolted him and made him sick.

Mrs. Johnsmith became concerned for the health of her husband.

"Why in the world do you smoke Old Weed if it makes you sick?" she asked him.

"Because I've always smoked Old Weed," said Mr. Johnsmith, with dignity.

"But it's not the same thing it used to be," she pointed out. "It's changed altogether and it's an inferior grade of tobacco now."

"That may be," said Tom, "but it's still called Old Weed."

"But nobody with any sense would smoke a tobacco that made him sick."

"Old Weed," said Mr. Johnsmith, "was good enough for my father and good enough for my grandfather."

"But neither your father nor your grandfather would have smoked anything like that stuff you're smoking now," said Mrs. Johnsmith. "That's not the kind of old Weed they smoked. They'd have taken that stuff out behind the house some place and buried it."

"Listen," said Mr. Johnsmith, "this to-

defer[illegible] of Idaho, Colorado, Vermont, Rhode Island, Nevada, the Dakotas, Maine and Wyoming, against the city controlled states in which negroes, who have no party principles and claim none, may have the balance of power.

There is no chance for the Trumanites to carry South Carolina with debates. It may occur to them to invest half a million dollars in the November election in South Carolina, and they would not be able to raise a fiftieth of it in the state.

Wallace a Russian Topic

Were the Russian government to cause the massacre of 5,000 men and women tomorrow, not much if anything would the Americans hear of it and not greatly would they be interested, but the flinging of eggs (despicable conduct it was) at poor Mr. Henry Wallace, the addled "intellectual", is noised from Moscow at home and abroad.

So is illustrated again the difference between Russia and a land that is not yet enslaved. The motive of the Russians is to build a Communist party in the United States, a party that would rebel and start civil war, and so create the opportunity of the foreign communists to attack the United States.

Again we remark that any person in the United States unwilling or reluctant to make oath that he will preserve and protect the constitution of the United States and of his state is subject to the natural suspicion that he or she is a Russian spy.

Has It a Grudge?

One reads a rather spiteful fling at Governor Thurmond in The Anderson Independent, it says that his name was "scratched" by some voters when he was an unopposed candidate for the legislature, and the publisher of The Independent, Mr. Hall, is a former United States senator appointed by O. D. Johnston, Esq., when he was governor. The Independent has abandoned its traducing of Judge A. C. Haskell, in which it was seconded by O. D. Johnston, Esq. Judge Haskell was chairman of the state committee in the Red Shirt campaign of 1876 when Wade Hampton was elected governor. Has The Independent any grudge against Thurmond?

Lynchings in the North

We have confirmation from Henry A. Wallace, of all people, that the South isn't the only section of the United States where lynchings sometimes occur. (There was one in the South in 1947). In a speech at Cincinnati, Mr. Wallace first paid his compliments to President Truman, whom he accused of presiding over "the gradual liquidation of civil rights for the citizens of the United States, 145,000,000 of them. Mr. Truman's silence has been the eulogy of the graves of negroes, lynched in the South."

But wait, Mr. Wallace has something to say about another opponent, the governor of New York:

"Mr. Dewey has had a number of lynchings in the state over which he presides. The Ferguson brothers in Freeport, a negro in Rochester, daily reports of the beatings of negroes in the large cities, these go on unchecked in the State of New York. Mr.

what it is.

Some five or six months ago Messrs. Isaac and John Baird, two popular young business men of Charleston conceived the idea that an athletic park would be a good thing.

The Charleston Athletic Park will have cost its owners over $15,000, when completed, but it will, no doubt, be a good investment. There is nothing like it in this section of the South, and it can hardly fail to prove a popular place with the amusement loving people of this city.

Your Health

By HERMAN N. BUNDESEN, M.D.

Blood in the urine is always a very serious symptom and one which demands immediate investigation by a physician to determine its cause. I want to emphasize this important examination by a physician because the condition has been known to occur in people who seemed to be in excellent general health and, for that reason, has been disregarded and considered of little consequence.

The bleeding may be due to a large variety of conditions. For example, it may come from some disturbance of the blood itself, such as hemophilia, scurvy or purpura, and conditions in which there is some interference with normal blood clotting.

Blood may appear in the urine in certain infections, such as typhoid fever, malaria or scarlet fever, or it may come from infections near the urinary tract, such as appendicitis.

Certain drugs may cause blood to appear in the urine, including the sulfonamide drugs and dicumarol.

In addition to these cases, there may be some disturbance, such as an infection or the presence of a stone in the urethra which leads from the bladder to the surface. Also, some disorder of the bladder may be present, such as a kidney stone, ulcer or infection, or there may be a tumor growth in the kidney or the ureter which leds from the kidney to the bladder.

When blood appears in the urine, it is necessary to find the area from which the blood is coming, as well as the abnormal condition which is producing it. In most instances, the bleeding is due to some actual disorder of the urinary tract.

Special tests may be necessary to determine the cause for the bleeding. X-rays of the kidney, ureter and bladder may be taken by injecting certain substances into a vein or muscle. These substances are extracted by the kidney and make the structure of the urinary tract visible in the X-ray plate.

An examination with a cystoscope (an instrument composed of a tube and a light which makes it possible for the doctor to look directly into the bladder) is important in aiding in the diagnosis of blood in the urine.

Blood in the urine when due to a tumor present in the bladder or kidneys should be of vital concern. Some of these tumors are not serious, while others may be extremely dangerous. Hence, the earlier they are discovered and removed, the better the outlook for the patient.

It is perhaps fortunate that blood in the urine occurs as a warning sign of these tumors, and such a warning sign should never be neglected. It always calls for immediate and thorough study by a doctor.

black. Without needing to get himself sunburned and pass for anything but an honest man, he found much to praise.

Every word was worth its goldweight to a region whose heaviest of many sins is the sin of not getting its case across to the nation. Can it be that our hope of getting it across is through gentle outsiders like Ed Murrow? Certainly it is not put by those of our own people who are ususally selected by outsiders to tell the story and who think it their part to return the compliment by confessing more than they disprove.

Russell Long's victory in Louisi-

Alabama by hundreds of per cent. Perhaps they will grant our historic right to wave a Confederate flag and sing "Dixie" now that it is embarrassingly proved for them that human nature is human even in Durham, Burlington, Greensboro, Charlotte and shining Winston-Salem.

As president, Mr. Truman did well to lecture North Carolina on its treatment of Mr. Wallace. But the lecture did not come well from Mr. Truman as the individual whose politics-playing with Southern misery on the race question created the inflammation Mr. Wallace was exploiting.

Into every politician's life some

have seen distorted by hatred are of people for whom I have in my heart profound compassion, because most of them have not enough to eat."

The laughter which greeted this was sincere. There may be people in North Carolina who don't have enough to eat even in times of farm and factory prosperity, but they were not those Greensbobo people.

Chairman McGrath, of the total-state wing of the Democratic party, says Southerners can't be in the party if they support Thurmond and Wright. There are two answers to that, one is - Says who! The other is - So what!

The Case of the Nation

By George E. Sokolsky

The argument over the withdrawal of The Nation from the public schools of New York City has gone so far afield that it is necessary to restate some of the principles involved:

1. No public school system can afford to keep in its library all the daily newspapers, weekly and monthly magazines published in the United States. A selection has to be made to conform with budgetary requirements and the particular needs of the particular institutions. New York City publishes 100 daily newspapers in English; in the United States, there are 1,769 such newspapers. The number of magazines published is varyingly enormous.

That act of selection involves discrimination and the normal prejudices and sentiments of human beings. A librarian or principal who prefers The New York Times or The Sun to The Daily Worker or Women's Wear is not necessarily engaging in censorship. If the budget allows for five out of 100, he has to make a choice.

2. Some publications lose their usefulness. I let my subscription to The Nation drop many years ago. Yet I subscribe to The New Republic, Mainstream and the New Masses, buy the New Times published in Moscow. Annually I go through my subscriptions and cull out those which I no longer find useful. Of the publications on the Left, I found The Nation the least useful even for a presentation of the Leftist point of view. In my judgment, it has gone to pot.

That does not involve any question of censorship, but of selectivity. The Nation was once the best weekly published in the United States and it was edited by an outstanding personality and journalist, Oswald Garrison Villard. That is no longer true, and the magazine shows it.

3. The immediate row now before the public started over a series of articles on the Catholic Church by Paul Blanshard. I have not read the articles, but the argument arising from them would indicate that Mr. Blanshard does not approve of the Catholic Church and states his reasons in polemic style. No one questions the right of Mr. Blanshard to oppose the Catholic Church, or The Nation to publish his polemics.

The New York city schools include children who are Catholics. The Anti-Defamation League, a Jewish organization, has for many years waged an active campaign against the use of literature for children which tends to increase Anti-Semitism among children. I recall opposition to Shakespeare's "Merchant of Venice" and to Dicken's "Oliver Twist" and "A Child's Life of Christ," and to Walter Scott's "Ivanhoe"—masterpieces of English literature. If the Jews can object to literature which they regard as creating antagonism among children before they are old enough to discriminate, the Catholics are justified in objecting to Mr. Blanshard's articles in The Nation.

4. The assumption that a public school child is old enough to make its own selections is pedagogically false. How did the child, between the ages of 6 and 14, come upon such wisdom? And if the child is so wise and knowing, why have teachers at all? Why go to school? Why not make the child the professor? Why not permit adolescent children to read, instead of Longfellow and Louisa May Alcott, Boccaccio's "Decameron," "The Heptameron," James Joyce's "Ulysses" and perhaps to top it off, instead of an arithmetic book, Einstein's general theory and Toynbee's nine volumes

There must be selectivity according to age and acceptability; selection and mental discipline are the basis of education. Maybe one reason why some teachers resent disciplining the child is because they have never disciplined themselves—but that is another matter.

5. Finally, we must never forget that under our system of life, the parent is the legal guardian and trustee for the child. Such responsibility has never been transferred from the parent to the state in this country, although it has been in Soviet Russia. Any parent has the legal and moral right to control the reading of his minor children in accordance with his judgment and conscience, and he has the right of citizenship to fight with all that he possesses against the corruption of the mind and morality of his children by any agency, even the state. That is the essence of the American system.

Robert Quillen

Bill Jones was a successful banker—a fact that has no part in his story, and is mentioned only as proof that he wasn't an impractical dreamer.

Bill was inordinately proud. Some of his neighbors were richer; some had finer backgrounds; some were better educated or more popular; yet for some reason he felt superior to all of them. Pride was his besetting sin.

At the age of forty, for reasons that do not matter here, Bill became interested in religion and read the Book seriously for the first time in his life.

He read that a rich man can scarcely enter the Kingdom of Heaven. He read that no man can enter the Kingdom of Heaven unless he becomes as humble as a little child.

"Clearly," said he, "one saying explains the other. I am not especially rich, but I'm as proud as Lucifer and I've never tried to be humble. Now I believe this thing is true, and I want to enter the Kingdom if I can. I'm going to develop a spirit of true humility and see how it works out."

The result, as Bill soon discovered, depended on the personality and character of the people he dealt with.

Some people who never had liked him became his friends. Some who had shown him little respect learned to admire him.

But there were others who took advantage of him—not in a financial way, as he had expected, but in a more subtle and hurtful way.

You have read that predatory creatures, on land and in the sea, are quick to attack a cripple or an injured member of their own species, even when they are not hungry. There are people of that kind, too. They are natural bullies.

Such people as these made life rather unpleasant for Bill. Some had been afraid of him; some had resented his superiority; some had envied his prosperity and power.

Now they began to realize that his religion and humility had tied his hands. He seemed helpless. He seemed an easy mark, as a hooked

either naturalized or visiting.

If the federal administrations had honorably followed the intent of the founders, and the laws of their constitution, there could have been no War Between the States, or the disgraceful conditions in politics today.

STATES RIGHTS.

Charleston, S. C.

Advice to Mothers

To The News and Courier:

First, I am a young mother, and since I am a working mother, I must crowd into the few hours every evening and week-ends the things I must teach my seven-year-old son! I must learn more about the qualities of his mind and heart, and help him to build his character. I worry like other mothers do about the polio over the country, and a thousand other trivial things that mothers think about for "to be a mother is to have walked in sorrow".

With school opening in a few weeks, it occurred to me that now is the time that mothers in Charleston should be teaching the small children how to cross the streets! We teach our children about God, and how to pray, and the golden rule, yet we neglect to spend time in teaching them the traffic lights and how to cross the streets correctly. I speak from the experience. The first year my son was in school he was transported back and forth daily, until I discovered he was to be taught, so for one hour every day for one week we crossed and re-crossed busy intersections with traffic lights!

First grade mothers worry more than others. They should stress the point to the child not to dilly-dally on the way home, but come directly home, so my mothers jumped to the conclusion when the child is 10 minutes late, that the child has been "runned over". On every young child in the lower grades in school should be an identification tag, or bracelet bearing the child's name, address, and phone number! The child should be taught to use the telephone, and to memorize his phone number at home, and above all teach the child to speak to every policeman, that the policeman is his friend, and there to help him!

I have reason to be proud of the fact that my son always carries an identification around his neck, and an "emergency quarter", and that he knows how to use the telephone, and how to cross the street correctly.

Yes, motorists will be warned in a few weeks about the children going to school. Let's teach the kids to be careful, for they are the men and women of tomorrow, and I've got great faith in tomorrow!

MRS. MARY E. RESTIVO
562-U Meeting Street.

Super service stations for private planes are promised; they will be built at flying fields and will provide fuel, oil, and minor repairs, and also rest rooms and a chart room with maps and other navigation plotting facilities.

Edward R. Murrow of CBS: 'Diplomat, Poet, Preacher'

Back in 1948, when saloons that needed clientele were the TV-set manufacturers' best customers, television seers had already announced that a newscaster on radio would soon be obsolete. Television could *show* the news. These industrial forecasters turned out to be quite as wrong as the political pollsters of that year.

No other medium can touch TV when it comes to describing arranged sight events (political conventions, ball games, dog shows, *et al.*). But television has not replaced radio in up-to-the-minute, comprehensive news reporting. It is not likely to. A TV commentator can, of course, talk into a camera about the latest news flash. But this is radio news that happens to be on a screen; it is not television news, which by definition requires a picture of the event. Radio can almost always keep higher on top of unpredictable incidents (one definition of one kind of news) than can TV. And, compared to television, which has to pay for mobile units and then stop and add up its time charges and film and cable costs, radio as a news dispenser is quite cheap.

Formula: Du Mont, the smallest American TV network, has never seriously tried to present real news. ABC-TV, always a news-conscious network, attempted to program four and a half hours a week on an $8,000 budget. No go. NBC-TV, with more money and more facilities than any of its rivals, has John Cameron Swayze. As one newspaperman put it: "All NBC needs is Ed Murrow." He was referring, of course, to See It Now, the weekly half-hour TV show on CBS, and, of course, to Edward R. Murrow, the man who narrates it and helps plan it.

Edward Roscoe Murrow (see cover) and his co-producer, Fred Friendly, have devised a formula for TV news that seems to many to be so far unbeatable. After their first show in the fall of '51, Friendly claimed that "we just look good by default." They still do. Long before the première, Murrow had come to the conclusion that "there is one thing TV can do—take people places where they're unlikely to get," and See It Now spends no time on studio conversations. Murrow and Friendly make no attempt to handle anything like all the news of the week, or even all the high lights. They choose, instead, to concentrate on a few subjects in their half hour, and, sometimes, to accent the peripheral rather than the main action. Their Eisenhower Inauguration coverage showed street cleaners going to work after the parade and Republicans hunting their cars after the balls were over. Their cameramen are instructed to stick, as far as possible, to close-ups. And the people in the close-ups are supposed to have something to say. The news ideas for the weekly show come from Murrow and Friendly, their crews, their assistants, and their friends. The show has won a Peabody Award and more intelligent and continuing viewers than anybody could shake a really accurate TV yardstick at.

Staff: Few of See It Now's standards could be upheld without a large, active, and talented staff. Four camera crews, each with a photographer and a sound man, work full time for the show. Two reporters, Joe Wershba and Ed Scott, help hold down the news front. All CBS correspondents everywhere are available, and extra footage from News of the Day comes in every week. These people and their equipment cost money. As Murrow puts it: "In this lousy business it costs 500 bucks to take the cover lens off the camera." The sponsor, the Aluminum Co. of America, which can almost always dig up $500, provides some $20,000 a week for the show. CBS has to make up a difference "too often." When Murrow, six other reporters, and twelve camera crews went to Korea to prepare the unforgettable "This Is Korea—Christmas 1952," Alcoa provided an extra $65,000, and CBS anted up $15,000. The network may not be delighted with the financial aspect of See It Now, but, characteristically, it knows a prestige show when it owns one.

An added attraction is the relationship between Murrow and the sponsor. The board of Alcoa bought See It Now after one lunch with Murrow and without seeing an audition film. President I.W. Wilson went farther: He wanted Murrow to report if he objected to any commercial, and he wanted Murrow to delete commercials if the show warranted the time. "I was still curious," Murrow says, "as to what would happen the first time we threw it out. Nothing happened."

Since then, he has dropped it four times—probably creating no bad will for Alcoa. When See It Now presented a report on iron ore (tantamount to Dorothy Collins singing "Be Happy, Go Lucky" on

Christmas in Korea: Murrow doesn't stay in studios and talk

Caravan), Murrow never heard a word from Alcoa. On March 8, on their own, Murrow and Friendly are going to produce a commercial for Alcoa free of charge.

Murrow has the same luck with his radio bankroller. The American Oil Co., which sponsors his nightly newscast over most of the country (the Hamm Brewing Co. picks it up in ten Western states), has never objected to Murrow's eliminating Amoco commercials in the interest of the news—something he has done on numerous occasions.

Voice: Murrow, a slim and tall (6 foot 1), dark-haired man with a furrowed brow, is now 44. Christened Egbert Roscoe, near Greensboro, N.C., he moved to Skagit County, Wash., when he was six. His parents still live there, and one of his brothers, Dewey, is a successful contractor in Spokane. His other brother, Lacey, is a brigadier general in the Air Force. Egbert was a chubby, round-faced kid with the biggest voice in Skagit County. He used to tell Dewey that he got the fewest spankings because his neighborhood-wide hollering embarrassed the household. Murrow's latter-day colleague Eric Sevareid called it cold when he said: "Murrow was born to broadcast."

Murrow's first public speech was an unscheduled one at a PTA meeting. Each mother was to make a brief comment on a current problem, and when the chairman called on Mrs. Murrow, little Egbert jumped to his feet to report that he and his brothers had trapped a rabbit the day before and sold it on the way home. The address is said to have made a great success.

The Murrow family was not rich. The senior Murrow, a farmer in Greensboro, became a railroad engineer for a logging company in the state of Washington. Egbert took a year off after high school to earn money to go to college by working in the woods on a survey gang. After his freshman year at Washington State College, he shifted scenery in the school auditorium and served as houseboy at the Kappa Delta sorority house. He was serious-minded, seldom dated, and didn't care for athletics, although he played a little golf. Ed Lehan, now a Spokane attorney, who roomed with Murrow for the four college years, says that "he had a photographic mind. He could sit through classes all week and never take a note, but on Friday nights he could rattle off the professors' lectures almost verbatim."

1945: Janet, Ed, and Casey at the mike

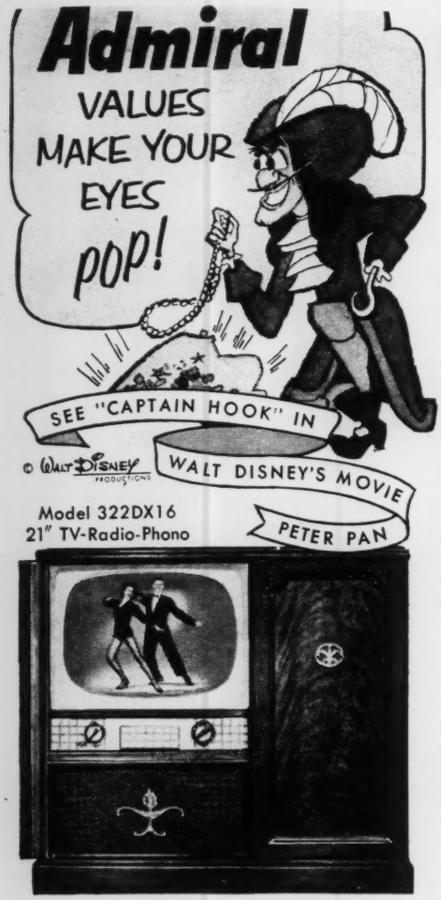
Egbert changed his name to Edward after his sophomore year, became president of the junior class, and was student-body president as a senior. He was the top cadet in the ROTC, noted for his firm and effective parade-ground voice. He also was the best debater on the campus and the No. 1 man in dramatics. His voice caught the fancy of a little crippled WSC speech teacher named Ida Lou Anderson, who made him her protégé and perhaps did more to perfect his vocal delivery than any other person. When, during the blitz, Murrow was abroad for CBS and broadcast This Is London, Miss Anderson caught every program. Murrow asked her to cable him collect each week with criticisms. She occasionally had some, but always sent them air mail. Miss Anderson, who died during the war, suggested that he put more emphasis on the subsequently sonorous "*This*." Murrow's present "This is the news" is not only his unregistered trademark but practically antiphonal.

Murrow was 22 when he received his Phi Beta Kappa key and his B.A. in history and speech—his only earned degree (he now has five honorary doctorates). He then became president of the National Student Federation in New York at $25 a week, and made two trips abroad to study. Two years later, he was made assistant director of the Institute of International Education.

Talks: In 1935, Edward Klauber, the executive vice president of CBS and a former New York Times man, hired Murrow as director of talks and education. Klauber, whom Wells Church, now head of CBS radio news, calls "the godfather of the whole damn radio-news business," sent Murrow to London as director of foreign talks. CBS being without any other men abroad, Murrow, with a secretary and an office boy, was the European bureau. He and radio were so unimportant that "I couldn't even go to an American press club meeting, let alone

Newsweek Photos—Ed Wergeles

Collaboration: Murrow and Friendly talk TV while Aaron and Zousmer help out with radio



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be a member. (He was elected president in 1945.)

At first Murrow merely arranged for important people to speak and set up cultural programs. Then, to combat NBC's more extensive coverage (two men), he hired William L. Shirer. (The CBS staff today is knee-deep in Murrow men; he has since hired Wells Church, Eric Sevareid, Larry LeSueur, Charles Collingwood, Dick Hottelet, Bill Downs, Howard K. Smith, Charlie Shaw, and Cecil Brown.) When Hitler moved into Austria and the authorities refused to let Shirer speak on the air from there, Murrow flew from Berlin to Vienna in a chartered plane, rode a streetcar into town, received permission, and delivered his first news broadcast. Except for one brief period after the war, when he served as vice president in charge of news and public affairs, he has not stopped since. Now a member of the CBS board of directors, Murrow's first love is broadcasting. He has "no mind for budgets, no heart for firing people."

News: Murrow's broadcasts from London during and after the blitz made a great score in the world of the radio-news business. So did his broadcasts, after the United States entered the second world war, from North Africa and Europe. He got to know his top boss, William S. Paley, in wartime London. Paley recalls: "His entrée was just fantastic, and he was full of inside information. Everybody had a genuine respect for him, and they would come clean with him. It seemed he was almost the most important American there."

Since 1945, Murrow, the boy who was born to broadcast, has continued his radio program, except for his short tenure as vice president. He and a staff of five (Jesse Zousmer, his news editor; John Aaron, his researcher; and three girls) turn out a show that is heard by 1,750,000 radio listeners every night. See It Now, according to the Neilsen rating, is seen as well as heard in almost three million homes each week. (When Walter Winchell first went on ABC-TV, his rating was nearly double Murrow's, but he is now below Murrow.)

Features: In addition, Murrow has narrated the three "I Can Hear It Now" albums which Fred Friendly compiled, and introduces This I Believe, the daily five-minute radio program that features prominent people explaining their philosophies. Murrow wrote the introduction to the best-selling book (more than 200,000 copies sold) of the same name that Simon & Schuster published. He conducts the annual CBS year-end show on both radio and television. Last week he was also busy planning a new television program, a live-interview show featuring Murrow talking to newsmaking people throughout America.

Murrow, his handsome wife, Janet,

for the unusual in Television!

This Sunday...(Mar. 8)

Pimpinella—Touching tale of a doll in a world of fantasy. German-made film features puppets photographed with "stop-motion" technique.

This Sunday...(Mar. 8)

Lodging for the Night—Robert Louis Stevenson's tale of a bizarre incident in the life of Francois Villon. Starring Yul Brynner.

AMF... for the unusual in products!

This Sunday...(Mar. 8)

AMF Lowerator® Dispenser—See the ingenious device that *automatically* dispenses china, glasses, trays at a convenient serving level!

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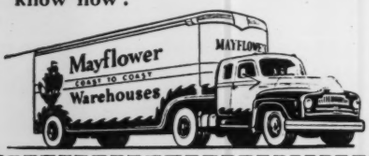

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whom he calls Rochin German for cook), and their 7-year-old son, Charles Casey, live most of the time in a large Park Avenue apartment. Since Casey entered the first grade, he has stopped joining his father on his annual Christmas broadcast. They spend part of each week end at their "log cabin," an eight-room house on a hill near Pawling, N.Y., where Murrow cuts brush, hunts, fishes, and plays golf (sometimes with neighbor Lowell Thomas).

Casey, it is said, was in favor of General Eisenhower in the last Presidential campaign. Who was his father for? Who, indeed, is CBS for politically? Two fifths of his mail accused him of being pro-Ike. Three fifths of his mail called him pro-Stevenson. Murrow's answer to the total criticism of his broadcast content: "Nobody can be wholly impartial, but you must discount prejudice and not reach a conclusion unless you try to trace the facts that led you to it." Murrow is also accused of being gloomy, portentous, and even pompous by some of his most severe viewers and listeners.

Not severe is Fred Friendly, a burly, loose-jointed dynamo of a man who deserves more credit for See It Now than he gets. "I don't kid myself. Even what I do myself, I do in his [Murrow's] name. I can move mountains through him and with him. Whatever Wershba or Scott or I do, we try to live up to Murrow." Friendly, whom Murrow describes as "the only man I know who can take off without warming his motors," was left in New York at Christmastime to cut the 77,000 feet of Korean film down to 6,000. "When I was editing it, I found that my decisions were unconsciously *his*. With all my exuberance and vitality, I'm coming to understate like him. He's a big spirit; you can't help being dominated."

A civil-defense executive who asked Murrow to narrate an information film explained that he had picked Murrow because there are three voices in the United States that people really listen to—Bishop Sheen's, Arthur Godfrey's, and Ed Murrow's.

Murrow's colleague, Eric Sevareid, wrote of him in "Not So Wild a Dream" in 1946: "He is a complex of strong, simple faiths and refined, sophisticated intellectual processes—poet and preacher, sensitive artist and hard-bitten, poker-playing diplomat ... He could absorb and reflect the thought and emotions of day laborers, airplane pilots, or Cabinet ministers ..."

Peace in Pawling: Murrow swings while Lowell Thomas takes time out

Paley, boss of Murrow as well as of CBS, certainly is satisfied: "Murrow measures up as a broadcaster, a writer, and as a thinker—especially as a thinker—as well as any man I know. He hides, on the job, his own personal feeling, and never takes advantage of his privileged position except maybe from time to time and then unconsciously."

And so, curiously, it is said, is Sen. Joseph R. McCarthy satisfied. He is quoted as observing that he wished every radio and TV commentator were as fair as Ed Murrow.

Murrow may have everything.

'Eyes of Conscience'

It was a week of triumph for Edward R. Murrow and Fred W. Friendly. The co-producers of See It Now had the satisfaction of opening last week's show with a film of Air Force Secretary Harold E. Talbott announcing that Lt. Milo J. Radulovich would not lose his commission in the Air Force Reserve. The remaining time was devoted to a powerful documentary as two camera crews followed the embattled steps of a group of Indianapolis citizens trying to find a hall in which to meet and form a branch of the American Civil Liberties Union.

▶Murrow and Friendly had given an entire half-hour to the Radulovich case five weeks before. They were frankly opposed to an Air Force board's recommendation that Radulovich be expelled from the service as a security risk. The Air Force never questioned his loyalty but had charged that his father and sister had been linked with Communist activities by unnamed accusers (NEWSWEEK, Oct. 5 and 26).

Murrow read from the transcript of the board's hearing. He emphasized that the lieutenant had not been allowed to see the charges made against him nor told who had made them. And, in conclusion, he told the TV audience exactly how he and Friendly felt:

"We believe that 'the son shall not bear the iniquity of the father,' even though that iniquity be proved beyond all doubt, which in this case it was not. But we believe, too, that this case illustrates the urgent need for the Armed Forces to communicate more fully . . . the procedures and regulations to be followed in attempting to protect the national security and the rights of the individual at the same time."

The reaction from viewers was overwhelming. Nearly 8,000 letters ran 100 to 1 in the lieutenant's favor. The sponsor, the Aluminum Co. of America,* got even more. (Alcoa, in fact, may have been the real hero of the show: The Air Force is one of its biggest customers, but the company stuck to its unique agreement: "You do the programs, and we'll make the aluminum.") Although the press, especially The Detroit Free Press, had dug into the case, See It Now undoubtedly generated the greatest national interest in the affair.

Secretary Talbott's announcement last week was a sharp reversal of the policy expounded by Defense Secretary Charles E. Wilson and Army Secretary Robert T. Stevens. They had stated that all doubtful security-risk questions would have to be resolved in the government's favor—and against the individual. Secretary Talbott's decision was more in line with President Eisenhower's statement last week that every American had the right to meet his accuser face to face.

▶Murrow defies "anyone to point out

*Currently celebrating its 65th anniversary. Other Murrow sponsors: the American Oil Co. and the Hamm Brewing Co.

Newsweek—Ed Wergeles

Friendly and Murrow: Verdict for Radulovich, then Indianapolis

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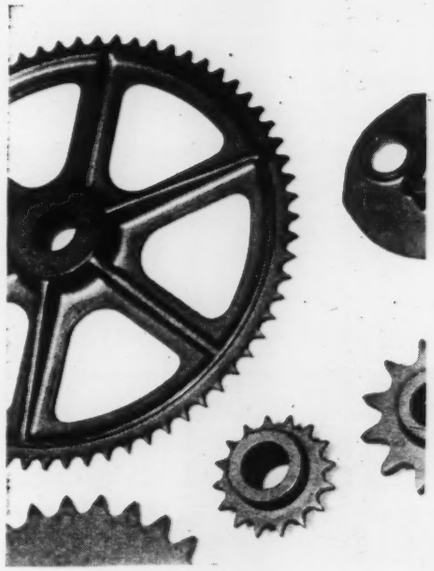

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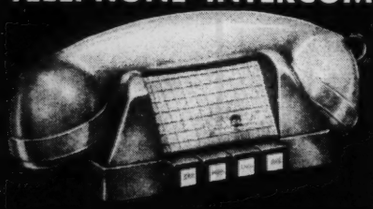

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Busy Murrow: He Begins With Lunch

Edward R. Murrow, besides being a director of the Columbia Broadcasting System, broadcasts his news commentary five nights a week on the radio and stars in two weekly television shows: the award-winning See It Now and the new Person to Person, the program that presents interviews with famous and interesting people. It is a heavy schedule for anyone, and a demanding one for Murrow, who makes his own decisions.

Not an early riser, Murrow waits until lunchtime to start his work; then he really plows in. Although he has appointments on the hour or half hour, he also confers frequently with Fred W. Friendly and with Person's co-producers, Jesse Zousmer and John Aaron. About 4 or 4:30 he starts in on his 7:45 news show. At 8, as often as not, he heads for more business meetings. Tuesdays and Fridays, the days of his TV shows, he eschews appointments and concentrates on rehearsals. Only Wednesday nights are really free for strictly social activity or just an evening at home with his wife, Janet. Ironically, however, although he has added Person to his schedule, for the first time in two years Murrow's Saturdays and Sundays are free.

where I took sides" on the ACLU meeting. But at the end of the segment it was almost impossible for viewers not to side either with the American Legion and the Minute Women of Indiana (who opposed the meeting) or with the Rev. Victor L. Goossens, pastor of St. Mary's Roman Catholic Church, who offered the group his social-center auditorium after they had been turned away from eleven organizations and hotels.

And no viewer could escape the sincerity of the Reverend Goossens' reasons for his offer: "It is up to us, I think, to lead the way because we know that the American freedoms are based on the rights which God has given us, and if the church and religion do not approve of those basic principles which come from God, then who will?"

(Later, Reverend Goossens' superior, Archbishop Paul C. Schulte, asked all priests in his archdiocese to check with his office before allowing non-Catholic groups the use of church premises.)

Murrow's rating will undoubtedly continue to climb if he keeps on covering such controversies. To many, he has become a good deal more important than a TV performer. As one admirer put it: "Ed Murrow and Fred Friendly have become the eyes of conscience."

Who's a Mystery?

The identity of the "mystery celebrity" on What's My Line? has been divulged before show time more than once.

Samuel Goldwyn once bumped into panelist Bennett Cerf at the Stork Club and calmly told him that he was going on. Cerf solved the dilemma on the show by donning his mask with the rest of the panel but letting the others ask all the questions. When Cecil B. De Mille's appearance was announced in publicity releases, his visit was postponed. When Rudolph Halley's press agent advertised his upcoming performance (along with the other two mayoralty candidates in New York City's recent election), Halley, Harold Riegelman, and Robert F. Wagner Jr. were canceled out and Ezio Pinza was signed up.

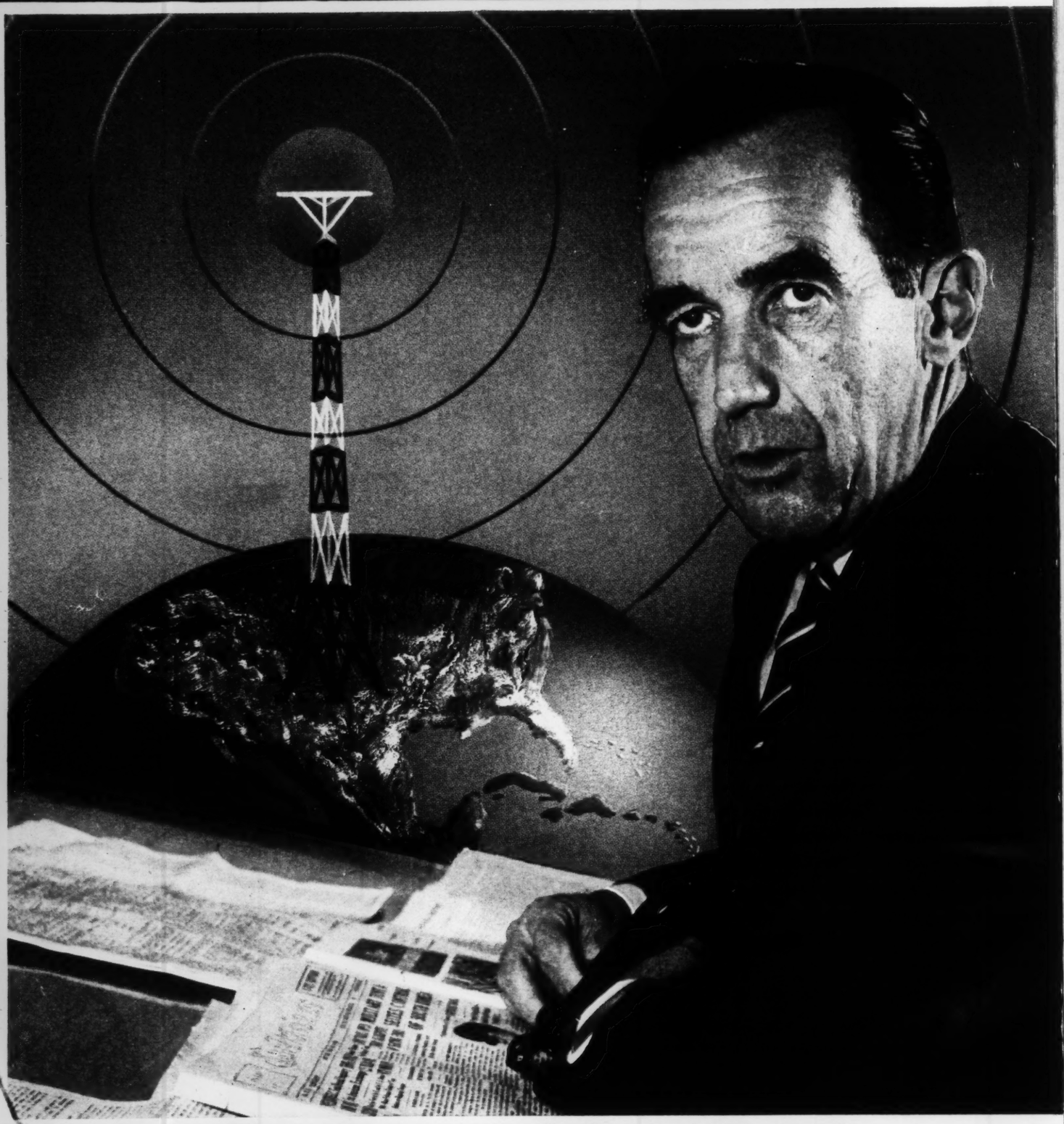
About two months ago Irv Kupcinet, a columnist of The Chicago Sun-Times, talked to Ronald Reagan and duly reported in his column that the actor was leaving for New York to appear as a guest on "a Sunday-evening quiz show." Producers Mark Goodson and Bill Todman, deciding that the panel probably didn't read Kup, let Reagan sign in.

But last week Goodson and Todman didn't find out until some three hours before the show that their secret of the week (Van Johnson) was out of the bag. And the news, this time, was reported in a circulation too big to ignore—Walter Winchell's Sunday column. Winchell had read the news in Army Archerd's gossip column in Daily Variety, and duly (by column but not that night by air) passed it on: "A Hollywood trade journal revealed Van Johnson would be the mystery guest on What's My Line?" (Archerd found out by calling the Johnson home and asking the maid if she knew why the Johnsons had gone to New York. "He's going to be on What's My Line?," she replied happily.)

Goodson and Todman said that they looked around town, but it was too late to find another celebrity. It turned out that Dorothy Kilgallen and Steve Allen hadn't done their Winchell-reading that day and could legitimately play the guessing game, but the producers decided it would look too phony to too many viewers. They also decided that it was the perfect chance to prove that the show is on the level. So they had Van Johnson sign in and John Daly tell the panelists to take off their masks. And then Goodson and Todman started tightening up their security a little more.

SEPTEMBER 18, 1961 25c

Newsweek®



USIA's Murrow: Is Truth the Best Weapon?

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Newsweek

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A Well-Informed Public
Is America's Greatest Security

Top of the Week

The Cover: The United States Information Agency, under former broadcaster Edward R. Murrow, is pledged to a policy of telling stories straight. Is truth the best weapon? Ed Murrow answers that question—and many more on the U.S. information program at a crucial stage of the cold war—in a special NATIONAL AFFAIRS report prepared by Senior Editor James M. Cannon and Associate Editor Douglass M. Allen. ***Page 24.*** (NEWSWEEK photo by George Tames; background by Norbert Van Houten.)

Survival: The Soviet Union's brusque decision to resume nuclear testing has catapulted many Americans into an anxious concern over fallout shelters. A cross-country look at "the shelter mood" and what people are buying and building. ***Page 31.***

Brazilian Compromise: Finally, João Jango Goulart had been inaugurated as President of Brazil, though he must share power with a Premier of another party. Threats of a military coup have evaporated as has the regime of morality which ex-President Quadros initiated. On the scene, NEWSWEEK's Senior Editor Harold Lavine examines Brazil's return to traditional ways. ***Page 54.***

Scientists at the Summit: In the Green Mountains of Vermont, 47 leading international scientists, representing twelve nations, including Russia and the U.S., gathered for the Seventh Conference on Science and World Affairs. Their goal: To find a means of isolating science from destructive purposes. Among those present was NEWSWEEK's General Editor Edwin Diamond, who reports what was said at the conference table and at the coffee table. ***Page 92.***

Recovery or Boom? A capital-spending boom may be shaping up but, according to the NEWSWEEK-NICB quarterly survey of 602 of the nation's top manufacturers, there's a big if. The boom, if it does come, will be a long time arriving. ***Page 81.***

Southern Self-Control: Nearly 90 schools in eleven Southern states threw open their doors to Negroes for the first time last week. There was no violence or mass hysteria. NEWSWEEK's EDUCATION Editor Mel Elfin—helped by on-the-scene reports from Atlanta bureau chief Joseph B. Cumming Jr. and eight other correspondents in the region—tells how the South reacted and what moves the Negro leaders plan for the future. The symbolic drawing by Walter Bomar (left) tells its own story. ***Pages 71-73.***

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remained uncertain at the weekend. White House aides were convinced that he would do so. And Mr. Kennedy himself was understood to have said that he "probably will." But no final decision had yet been made. In any event, it was considered unlikely that the President would make any bold, dramatic gesture before the U.N. Instead, aides thought he would present a forceful delineation of U.S. policy coupled with an indictment of Russia for breaking the test moratorium, and perhaps including a new disarmament proposal. The President's private mood was described as grim, marked by his repeated use of Indian Prime Minister Nehru's phrase: "The foul winds of war are blowing."

Most Solemn Terms: In the unearthly light of nuclear developments, the diplomatic give-and-take between East and West on the hard facts of Berlin itself took on the quality of shadow play. Yet it was in this area that the struggle was being waged at the moment, and as such weighed upon the President with an immediacy of its own. The latest Western move came at the weekend, with the dispatch of identically worded notes from Washington, London, and Paris to Moscow, warning the Russians "in the most solemn terms" against any interference with Allied flights in the air corridors between West Germany and West Berlin.

Also of immediate concern to the White House was the state of NATO defenses. The Pentagon announced that 40,000 troops will be sent to West Germany "in the immediate future," and revealed that 1,884 101st Division paratroopers would fly to Turkey for NATO's Exercise Checkmate II later this month (page 29).

Strengthened Allies: In addition, by way of strengthening Allied forces, the President called on Congress to permit French troops serving with NATO to be trained in the use of nuclear weapons. An agreement had already been reached with France, Mr. Kennedy said, and he urged Congressional approval.

In the midst of the tough diplomatic talk and the military moves, the issue of disarmament was like a voice in the wilderness. Yet it was not entirely drowned out. The President's bill for creation of a permanent disarmament agency was passed, in modified form, by the Senate. And although the 34-month-old Nuclear Test Ban talks in Geneva finally came to an end, Mr. Kennedy's disarmament adviser John J. McCloy continued his discussions with Russia's Valerian A. Zorin in New York.

Louder than disarmament talk, though, was a reliable report that Mr. Kennedy had approved a 20 per cent boost in next year's atomic-weapons spending. Khrushchev's was a perilous game—but he was to be made aware that two could play it.

'The Truth Must Be Our Guide, But Dreams Must Be Our Goals'

On the morning last week that President Kennedy made his fateful decision to resume nuclear testing, Edward R. Murrow rose at 7 as usual in his newly purchased eight-room brick home in Northwest Washington; showered, shaved a heavy blue beard, and garbed his tall, spare frame in clothes of conservative cut. Then he brewed coffee, fried his own bacon and eggs, and sat down to scan half a dozen morning papers at the breakfast table.

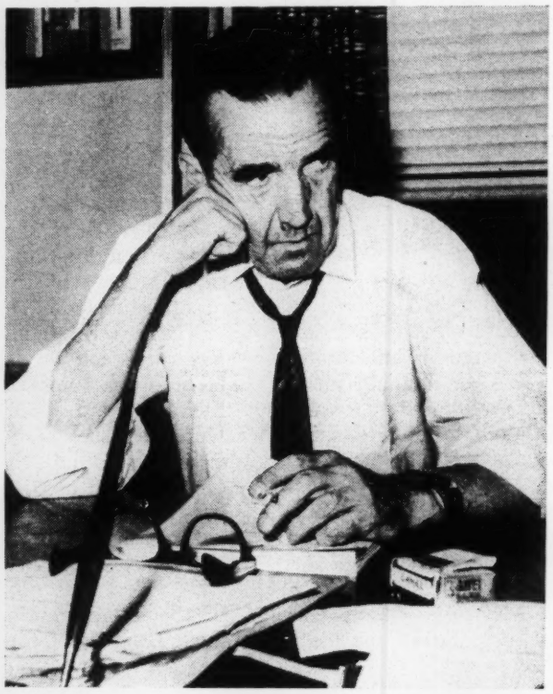
His attractive wife, Janet, and 15-year-old son, Casey, still were vacationing at the Murrow farm in Pawling, N.Y., and he had been a summer bachelor most of the season, always intending to join them for the weekends; usually calling on Thursday or Friday to say, "I just can't make it this week."

About 8:30, his official chauffeur-driven limousine, a black 1961 Lincoln Continental, picked him up for the twenty-minute drive to USIA headquarters at 1776 Pennsylvania Avenue. Shortly before 9 he walked into his fourth-floor office, shed his jacket, and began the day as usual by exchanging gently ribald pleasantries with his staff. (Murrow's liking for being on the receiving, as well as the giving, end of jokes was established years ago, when the announcer who signed off his nightly radio show with "Listen . . . to Murrow . . . tomorrow," added, a split second off the air, but without missing a beat: "He wasn't so good today." Murrow doubled with laughter.)

The morning amenities over, the USIA director settled down to the task of running an organization that, on a budget of approximately $104 million, employs seven communications media—radio, television, movies, press, book publishing, exhibits, and the arts—but counts even more heavily on the personal contacts of its 1,250 field officers in 99 countries to carry the message of the United States. Their mission, as stated in a Presidential directive in 1953: "To submit evidence to peoples of other nations by means of communications techniques that the objectives and policies of the United States are in harmony with and will advance their legitimate aspirations for freedom, progress, and peace."

To that broad injunction, the former news commentator has added an injunction of his own: "We shall operate on the basis of truth . . ."

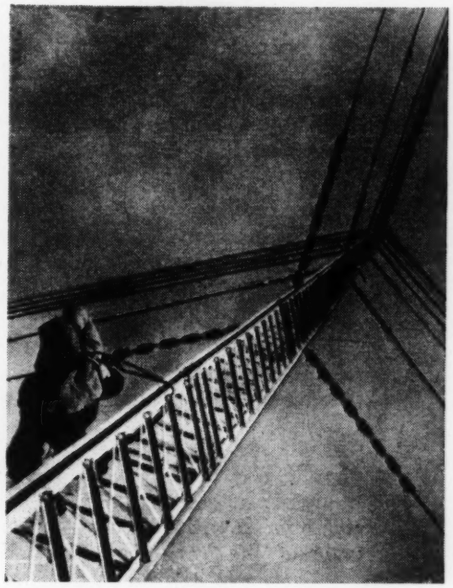
'Heat 'Em Up': To insure compliance with both directives, Murrow plowed on this day as on all others into the staggering volume of magazines, films, cartoons, news files, and Voice of America tapes that come in from around the globe. He is particularly careful to see that the agency news wire and Voice of America news broadcasts play hard news straight, leaving editorializing to his staff commentators, identified as such, and headed by Raymond Swing. He was studying the ticker when "the blowtorch" rang. The blowtorch is his name for his direct telephone line from the President, and he calls it that because, he says, Mr. Kennedy frequently phones his top administrators just to "heat 'em up and get 'em moving." This call was an urgent summons to report to the White House.



Murrow: At the other end of a 'blowtorch'

Murrow was pretty sure that he knew what was coming and he was prepared for it, but as he donned his suit coat and hurried out the door, he gave the word to stand by for a bulletin.

In the meeting with the President and other top advisers, Murrow had his say on the resumption of nuclear testing by the United



VOA transmitter near Munich

From Tass . . .

MOSCOW TASS IN ENGLISH TO EUROPE 1255 6 SEP 61 L

(BY TASS COMMENTATOR IGOR ORLOV)

(TEXT) THE FARCE PLAYED IN RECENT DAYS BY REACTIONARY WESTERN PROPAGANDISTS, WHO IN VAIN TRIED TO DISTORT THE MEANING OF THE FORCED DEFENSIVE MEASURES TAKEN BY THE SOVIET GOVERNMENT, IS OVER. THE WHITE HOUSE HAS ANNOUNCED THAT PRESIDENT KENNEDY HAS ORDERED THE RESUMPTION OF NUCLEAR TESTS. THE UNITED STATES IS THUS STARTING TO CARRY OUT PLANS FOR HOLDING NUCLEAR TESTS WHICH WERE PREPARED A LONG TIME AGO.

From Voice of America . . .

VOA 35 PAGE ONE ELEVEN PM ROUNDUP 9/5/61

PRESIDENT KENNEDY HAS RELUCTANTLY ORDERED THE RESUMPTION OF UNDERGROUND AND LABORATROY NUCLEAR TESTS -- TESTS THAT PRODUCE NO RADIOACTIVE FALLOUT. HE SAID THE SOVIET UNION'S CONTINUED TESTING LEFT HIM NO ALTERNATIVE.

States. (Murrow's practice of speaking rarely, sparely, and to the point has won him, in recent months, Mr. Kennedy's highest confidence and respect, and made him the most influential USIA director to date.)

"I wanted," Murrow said afterward, "maximum delay between their [the Russian] resumption of tests and our resumption of tests—assuming no overriding reasons for resuming at once. It is obvious that we had a tremendous propaganda advantage, that we should make the most of it as long as possible, and that the longer the time lag, the better for us—from a propaganda viewpoint."

But there *were* overriding reasons for resumption, and Murrow, who always confines his arguments to his own area of responsibility—the impact abroad—set quickly about seeing that the world, or as much of it as he could reach, got the story fast—and straight.

In 36 Languages: Within minutes, the bulletin was on the USIA news wire to 83 countries, and the Voice of America was interrupting scheduled broadcasts to deliver it in 36 languages to an audience of 20 million from 87 transmitters. (The Russians spend more money trying to jam VOA than all the broadcasts cost. Yet the USIA estimates that in the Soviet Union, where jamming techniques are highly refined, about three-fourths of their stories get through.)

The test-resumption bulletin was straight news. It stressed, properly, in the lead paragraph that the American tests, underground and in laboratories, would create no radioactive fallout.

The immediate response of Tass, which had yet to announce to the Russian populace the first of three Soviet test explosions then already polluting the atmosphere, was to air President Kennedy's statement without the no-fallout qualification, and distort it into a justification for Russia's resumption of tests.

When Ed Murrow got to bed that night after one of his busiest days in six months as USIA director—and a couple of relaxing Scotch and waters (no ice, British-style) and dinner with friends—he conceivably could have courted sleep by counting facts and lies jumping over the Iron Curtain.

How many facts got jammed? How many lies were believed?

The Angry Words: No illustration of the basic dichotomy between deeds and words in the present phase of the cold war could be clearer than the world reaction to the nuclear-test events and announcements in Russia and the United States last week. The brutal breaking of the test-ban moratorium by the Soviets and the four atmospheric blasts on the steppes of Central Asia that followed, with their menacing fallout that is even now sweeping the Northern Hemisphere (page 93), unmistakably made Moscow responsible for man's latest threat to mankind. Or so the U.S. felt.

"In our efforts to achieve an end to nuclear testing, we have taken every step that reasonable men could justify," said President Kennedy. "We have no other choice in fulfillment of the responsibilities of the United States to its own citizens and to the security of other free nations," he added in announcing the resumption of U.S. nuclear tests on the no-fallout basis.

Surely, Washington first felt, the logic of its position would find the world unanimously on its side in this melancholy sequence of events.

Yet to the thundering disappointment of the United States, the meeting of nonaligned countries in Belgrade, for all the protests of outrage from individual leaders the previous week, ended in effect by placating Khrushchev (page 40). Instead of a strong resolution condemning Russia's breach of the moratorium, they simply passed a mealy declaration calling on both sides to disarm. Then they dispatched envoys of the stature of Jawaharlal Nehru to Moscow and Washington to urge a new summit conference.

In Tokyo, although demonstrations that had begun at the time of the announcement of the first Russian test continued unabated at the Soviet Embassy (photo bottom page 26), the demonstrators, with fine impartiality, later marched on to the U.S. Embassy. And the Japanese Government prepared a protest to Washington on the ground that the U.S. tests will encourage an arms race.

On the other side of the world, in Great Britain, where the "better-Red-than-dead" set normally direct their attacks on the U.S., both the Soviet and the American embassies were picketed. And in India, although newspapers condemned Khrushchev and the Russian blasts, the American decision went down little better. "India is opposed," said a government spokesman, "to nuclear tests whether underground, overground, or in space."

Other Words: The fears of the atomic age might be expected to touch off such jittery "plague on both your houses" reactions, of course. And the U.S. could take heart from a number of favorable comments in many foreign newspapers and government offices on this country's restraint and resolution in the matter of atomic-rocket rattling.

Yet what if we had been forced to

UPI

British protest at U.S. Embassy

resume atomic-weapons testing first? Commenting on that point, columnist Joseph Alsop wrote last week: "The whole world would have been deafened by the screams, shrieks, wails, and moans of self-righteous indignation from the professed voices of world opinion assembled at the neutralist conference in Belgrade.

"With the most arrogant brutality, the Soviets not merely took the lead in resuming nuclear testing [which Khrushchev had sworn he would never do]," Alsop continued. "They also resumed testing aboveground, using the method that does real damage by fallout. But among the voices of world opinion, Nehru hardly audibly mumbled his regrets; Gamal Abdel Nasser said this was a bad thing; and the rest were ostentatiously silent."

Russia flouts world opinion—and appears to come out ahead in the eyes of the world. The United States respects world opinion—and often suffers. Is truth then the best weapon? Should power or purity prevail?

Challenges: Operating as it does in a free society, the United States is firmly committed to a policy combining both power *and* purity.

Now, with the threat of thermonuclear suicide shrouding the earth, this country believes that the best hope for freedom, and only hope for survival, is to try to win men's minds through the compelling dissemination of truth.

In the United States, this crucial challenge falls to Edward R. Murrow, a well-known man, and to USIA, a little-known bureau with an annual budget which is less than the cost of a single armed Polaris submarine.

Highly regarded for his courage and integrity as a broadcaster, Murrow carried these convictions over to the USIA where he has made this devotion to truth the policy of his agency. Enlarging on his beliefs to NEWSWEEK Senior Editor James M. Cannon last week, Murrow said: "In the broad sweep, it is the purpose of USIA to portray this country as it really is. The truth must be our guide, but dreams must be our goal. We must try to reflect the fact that this country is not allergic to change. We shall tell the yearning, hopeful masses of the world: 'We share your dreams. Ours was the first of the great revolutions. We offer no panaceas. We do offer our experience and energies in the search for betterment, for human excellence. We sponsor and promote a tradition of government by the governed, of revolution by consent.' Basically, the overriding job of USIA is to make this country understood."

How is Murrow getting along in Washington these days? How goes his battle for truth?

For one thing, Murrow in Washington is quite different from Murrow on the television screen. An interviewer finds that he is more reserved, more contemplative. The steady banalities that must fill every second of air time are not evident in his office manner. The Murrow smile shows now and then, but the words are sober. He is acutely conscious that when he speaks now he speaks not for himself but for the Administration, and he weighs carefully every answer on questions of policy. Slumped deep in the leather chair, fingertips to temples, he occasionally pauses for as long as a full minute before risking an answer to a crucial question.

Shirt Sleeves: Like most top members of the Kennedy Administration, Murrow works in shirt sleeves. His large office on the fourth floor of the USIA Building is lined with bookshelves. In one corner, near his polished walnut desk, is a high table of stainless steel and wood that resembles a draftsman's table. He reads there, while standing, and the table is covered with copies of the latest newspapers and magazines. Murrow is no keeper of personal mementos, but he does display on the bookshelves two things that mean something to him. One is the big old-fashioned microphone he used for his dramatic "This is . . . London" broadcasts during World War II; the other is a Jo Davidson bust of FDR given him by his CBS associates when he came to Washington.

Murrow cocks his head to listen to the reporter's questions, his dark hair wreathed in smoke from one of the 50 to 60 Camels he chain-smokes during a working day.

What about the net propaganda effect of the Russian decision to resume tests? In the eyes of the world, and the uncommitted nations especially, had they gained more by their display of power than they had lost by their decision to end the moratorium?

"It is a very tough thing to analyze," Murrow says. "I suppose the real answer lies in how effective sheer terror is going to be. It will vary from country to country, somewhat in relation to the education of the people in each country.

"The Russians have gained momentum. The real danger is that, historically, a dictatorship, once it gains momentum, has to maintain it.

"As for the net effect of raising the barbed wire in Berlin, the obvious bankruptcy of East Germany has to be judged in the light of what this has done to the morale of the West Berliners and all West Germany."

How did USIA handle these developments to make the most of their propaganda value?

"We proceeded on the assumption that in vast areas of the world the legal niceties of Western rights of access to Berlin are not understood, so we put the emphasis on the humanitarian principles involved. On the Khrushchev decision to resume nuclear testing, we have obviously been putting the emphasis on the danger of fallout—but not beyond what the scientific evidence justifies. We have also been playing back to the Russians—and to the unaligned nations—some of the horrendous broadcasts they made about the danger of resumption of nuclear testing."

Was the Russian decision to resume testing a propaganda windfall?

"The question is: Is there such a thing as world opinion? In an evisceral

Associated Press

sort of way, there is. You can judge in one way. Outside the Communist countries, we could find no single example of editorial approval of the Russian decision to resume tests.

"If you treat the term 'propaganda' loosely, the Russian decision was a windfall for us. So far as the printed word and radio are concerned, the combination of Berlin and testing certainly has damaged Russia more than anything since Hungary. That is not an exaggeration.

"Of one thing I am sure: We can't compete with them in terror."

What are the capabilities of propaganda?

"It is a limited instrument," Murrow says. "It is both trite and true to say that the only effective propaganda is based on policy. I happen to be convinced that in our kind of society the only way to operate is with the truth. The main reason I believe this is that I worked alongside the BBC during World War II when they gained their reputation for integrity and reliability. They told the truth, even when it hurt, within the bounds of reasonable military security. We have no other choice. We want to make U.S. policy palatable, but we are dedicated to the factual."

Does the USIA really tell the truth when it hurts?

"Yes," says Murrow. One example is Cuba. "On Cuba, we had no choice but to be truthful and complete."

What influence do you have over Administration policy?

"I have ample opportunity to be heard —in the National Security Council [of which Murrow is a member] and at smaller meetings, with the President, with McGeorge Bundy, Walt Rostow, Jerome Weisner, and Dean Rusk."

Do you advise the President on policy only when asked, or can you suggest an idea to him?

"Absolutely. In many cases he consults us, and so do his advisers and members of the Cabinet. We also suggest ideas, language for speeches, things we should do. Not all are accepted, of course, but they are always welcomed. The President has a tremendous receptivity to ideas, and a great appreciation of mass media."

How do you mesh USIA activity with something like President Kennedy's planned address to the opening of the U.N. General Assembly?

"The big struggle is to get an advance copy of the speech. We like to get it in time to translate it, and get it out on tape on a hold-for-release basis. There are other technical problems—getting newsreel shots, TV film clips, pictures for magazines, and so forth."

Why did you leave a $200,000-per-year network job to take the $21,000-per-year post as USIA director?

"Primarily because I had opened my big mouth often to say that anybody who could work for his country instead of dollars should do it. I had no illusions about it. It is the hardest work that I have ever done, including the war. Hardest in its constancy, in the unrelenting responsibility.

"It is also frustrating work, in that whatever you want to do seems to be time-consuming. Soapy Williams [G. Mennen Williams, Assistant Secretary of State for African Affairs] called me this morning to say, 'Ed, south of the Sahara, the Voice of America is a whisper. Can't we do something about it?' 'Soapy, I promise you that in 1963 we will have a transmitter in Liberia that will cover all of the African nations.' '1963! Can't we do something before then?' But the sad truth is that it will take that long to get the site bulldozed and the equipment operating."

Ed Murrow is not the only one frustrated by USIA operations. The agency, in its eight-year existence, has come in for frequent and sometimes brutal criticisms from a variety of sources—a paragraph in a Voice of America script, construed by a congressman as socialist dogma; the wastefulness of sending someone to a distant land, where, for reasons of his own, he promptly quit; the selection of books, paintings, or drama for overseas display that offend individual tastes or prejudices; the very fact that in its efforts to insure credibility, the agency insists on telling bad news along with good.

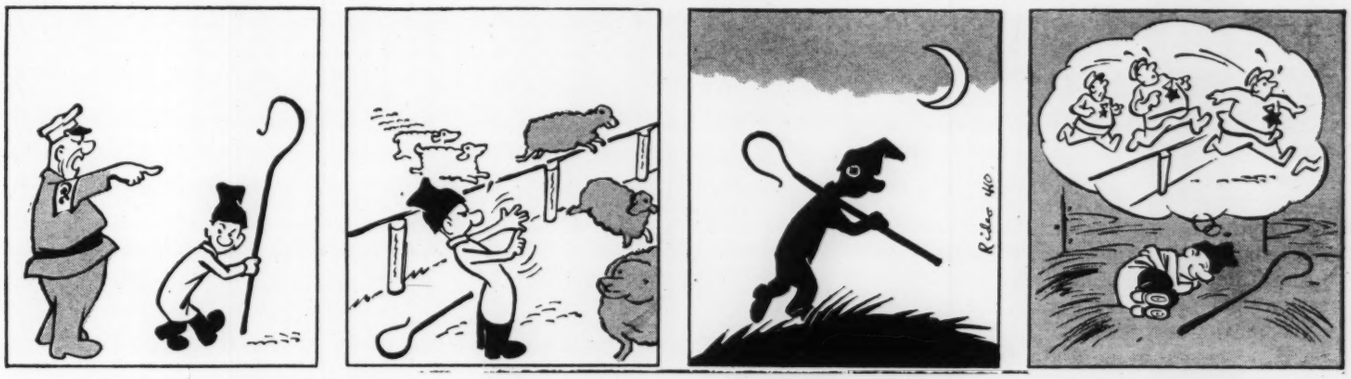
The latter complaint came up, indeed, when Murrow himself was testifying at the Senate hearing on his confirmation.

Republican Sen. Homer Capehart of Indiana, speaking as a man "who grew up as a sales manager," offered Murrow some advice. Never, he said, suggest that there might be the slightest weakness in your product.

"We cannot," replied Murrow flatly and coldly, "be effective in telling the American story abroad if we tell it only in superlatives."

And Capehart is not the only U.S. congressman who finds USIA a vulnerable target. Only last week, for example, Dr. Ralph K. White, a psychologist and one of the agency's top Russian analysis experts, observed that both the U.S. and Russia have serious blind spots in their thinking about each other—neither country understands, he said, that each is afraid of the other. Dr. White's views had been no more than published when Sen. Thomas J. Dodd took the floor of the Senate to demand that USIA be investigated, and White fired.

Embarrassment: Again ironically, the only personal embarrassment the 53-year-old Murrow has suffered since he became USIA director was when he went back on his own principles and tried vainly to prevent the British Broadcasting Corp. from televising a controversial CBS-TV documentary he had narrated last year. The film, "Harvest of Shame," depicts the squalor endured by migrant workers in the U.S. After his staunchest admirers had lambasted him, Murrow conceded that his effort at suppression had been "both



Cold-war warrior: USIA's 'Little Moe' reaches some 75 million readers through 500 publications*

*"Little Moe's" cartoonist, who signs himself Rideo (for ridicule), actually is Everett Dee Fairchild, a tall Texan who is chief of the agency's graphic section.

foolish and futile," and added with a wry smile: "I guess I wasn't aware of which hat I was wearing; but I hope I still have a place to put my hat."

Those who have worked intimately with, or made a study of, the problems of USIA are inclined to be more sympathetic than the casual critic, though no one denies its shortcomings.

"I don't think they ever had enough money, and I don't think they do now," says Arthur Larson, Duke University professor who was second director of USIA under President Eisenhower. "What they need most is a greatly increased language training program—that was the gripe of 'The Ugly American.' But it might cost as much as $15,000 to $25,000 to teach one man a native tongue such as Gujarati [spoken in parts of India], and then he might decide to leave and join a corporation."

Shortchanged: The reason USIA is chronically shortchanged, Larson believes, is that as a propaganda organization, it cannot advertise itself because "if this great engine of communication were to turn inward, it would have much of the power of Nazi Germany . . . it would be extremely dangerous."

From Yale Prof. Harold Lasswell, respected, much-published authority on psychological warfare and student of the USIA, comes a more fundamental criticism than Larson's.

"I respect Mr. Murrow's past record and his sincerity," he says, "but I'm not sure he's yet found the way to bring together this 'disorganization'—a body of hurried men attempting to put forth good faith on emergency solutions."

His opinion is largely shared by C.D. Jackson, President Eisenhower's personal adviser on psychological warfare at the time the USIA was created, who argues that USIA can only be as effective as the policies of the government it is propagandizing, and has never had adequate voice in the formulation of those policies.

Murrow, himself, takes comments cautiously and modestly on the accomplishments of the agency under his brief stewardship. How much, thus far, has he really achieved?

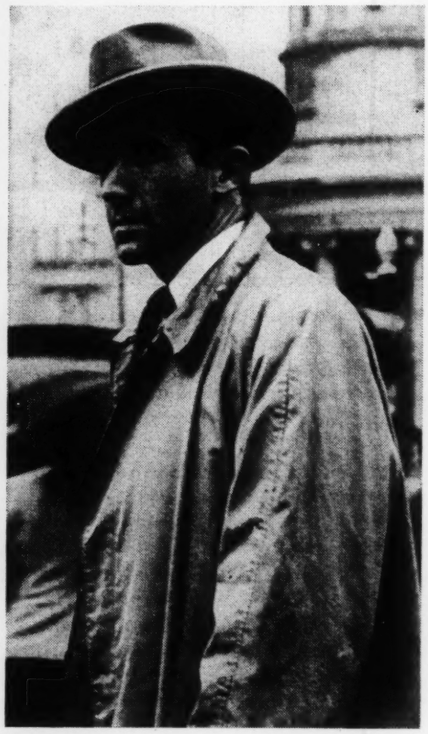
"Not very much. We still do not know whether we have the proper proportion of the printed word, radio, and films, for example. There are no fixed percentages, no book of rules to follow. Where we have fallen short can be blamed on my own inability to grasp control of the agency as quickly and as firmly as I would have liked. But this is a complex business. We are dealing here in intangibles, the difficult and delicate art of human persuasion."

How incredibly complex the USIA operation is can be grasped by ticking off a quick listing of its functions and services:

▶**Newspapers:** The agency produces handouts for local newspapers and magazines all over the world. It also runs a worldwide radio-teletypewriter wire service, a sort of official Associated Press, that is free to all comers. This file runs about 10,000 words daily, goes to 90 posts in 83 countries.

▶**Magazines:** USIA is also deep in the magazine business. It publishes four: America Illustrated (Russian edition, 52,000 copies monthly); America Illustrated (Polish edition, 33,000 copies monthly); Problems of Communism (a bimonthly in English and Spanish; circulation 23,000); and Al Hayat Fi America (a bimonthly in Arabic, which reaches 30,000 people in the Near East). In addition, USIA posts abroad produce 50 more magazines in 23 languages, plus 25 newspapers.

▶**Information Centers:** USIA operates 176 libraries, 85 reading rooms, and supports 128 binational centers in 80 countries abroad. These libraries contain nearly 2.5 million books, a third of them in the local language. One interesting note about the effectiveness of information centers: When the Communists riot, one of their first targets is usually the U.S. Information Center.



1941: 'This . . . is London'

▶**Television:** Kinescopes and Videotapes of important events are air expressed to stations in 57 countries that serve 42 million television sets.

▶**Films:** USIA has 210 film libraries in 98 countries, and each contains 500 to 1,000 titles, all in the native language. These films range from documentaries on Berlin and Communist Cuba to the Presidential inauguration and the Kennedy press conferences. For places that do not have their own movie houses, USIA has mobile units.

▶**Radio:** Voice of America is the nation's worldwide radio network. In addition to its continuous short-wave broadcasts to its 20 million audience, USIA also provides taped programs to more than 2,500 medium-wave local stations. The Communists use 2,000 transmitters to try to jam all these broadcasts, but Washington has abundant evidence that much of their wordage does get through. Last year, for example, more than 160,000 people wrote to VOA from overseas. An amusing and touching excerpt from a recent letter from the Philippines: "I am a regular listener to your broadcasts, but I have no radio of my own. I am paying the owner, a Chinese merchant, 20 cents per quarter-hour. If I have nothing to pay I work in his store in payment for my listening . . . I would like a picture of President Kennedy."

This is just a brief sampling of what USIA staffers may be doing around the globe on any given day, but Murrow is far from satisfied.

He has some definite ideas about how the USIA can be improved, and his goals, in his own succinct phrases, are these:

"First, to improve the product, from pamphlets to movies to broadcasts to cable files. Second, to recruit really able youngsters who are prepared to make this kind of thing a career. Third, to cut down bureaucratic paper work abroad.

"Everybody tends to give too much importance to technical inventions and advances," he continued. "But the best form of propaganda is still face-to-face, persuading the important newspaper editor and the government leader of the rightness of our views—and that our goals are in harmony with theirs."

Privately, Murrow wasn't optimistic about the USIA staff before he took over as chief. Later he confessed he was surprised to find what he considers an able organization, with many competent staffers who seem to know their business. "One of my frustrations," he said recently, "is that it is difficult to reward excellence. There's a lot of ability, experience and depth of dedication in this place."

Still Murrow feels upgrading can go on in the personnel side. "It's difficult to deal with incompetents when almost everyone is either in the foreign service or civil service," he remarked while reflecting on a few of his less impressive associates.

"All in all, though, we've made a little progress," he concedes glumly, "but what we haven't done is greater than what we have."

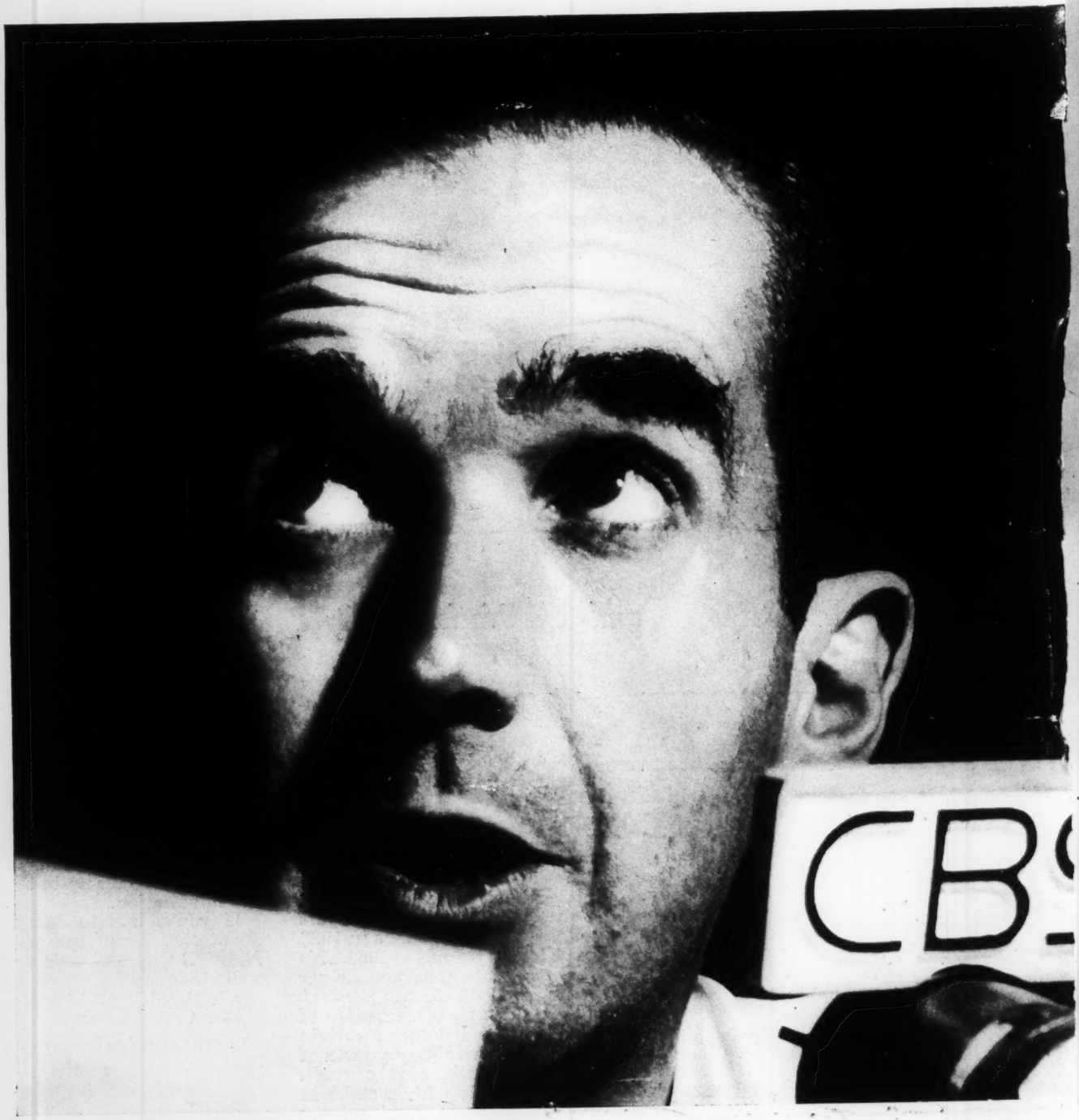
The words are typical. All his life, Murrow has looked, not back on what he has done, but forward to what hasn't been done.

Newsweek

Should Television Take Sides?

(See Radio-TV)

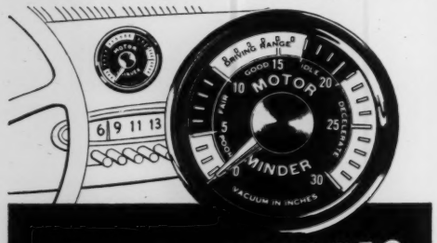
MARCH 29, 1954 20c



Edward R. Murrow: Pictures Spec

Built
Like A
Packard
Means
BUILT
TO LAST!

Ask The Man
Who Owns One



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Murrow on TV

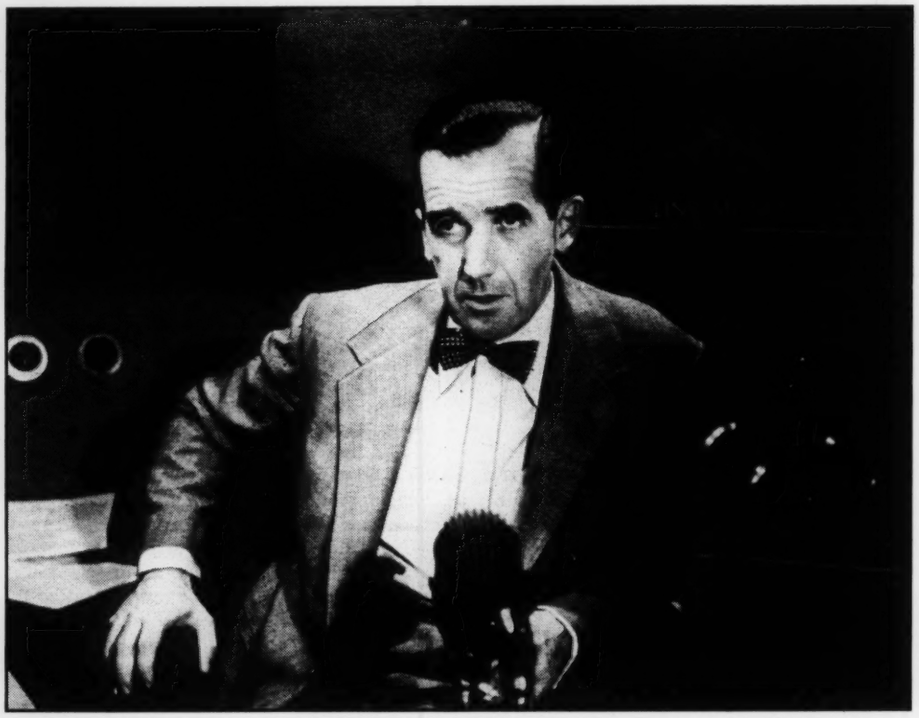
Edward R. Murrow and Fred W. Friendly, the co-producers of See It Now, took their Peabody Award (Murrow's third) quite calmly. Murrow believes that "the only two awards that have any meaning are the Peabody and the Overseas Press Club" (which he also received this year), but "we do the news and don't give a damn about awards." He doesn't care about his rating either. "I never see the ratings; I refuse to ask or be told"—and even wonders why anyone watches at all: "It's always a mystery to me why a person, any civilized person, would be sitting at home on a Sunday afternoon watching television."

In spite of Murrow's doubts, there has been a substantial audience sitting at home watching See It Now; and the sponsor, the Aluminum Co. of America, feels sure it will be larger now that the show has moved to an evening time slot (CBS-TV, Sunday, 6:30-7 p.m. EDT) every week. Alcoa is so happy that it has already signed up for next season, never gives Murrow even a hint on how to do the show, and lets him skip a commercial when his TV time runs short. This unique advertising practice has paid off with a unique television newscast. While other commentators are still sitting at desks, occasionally pointing at a map to give the "visual element," Murrow and Friendly are continuing to "take people places." Last week alone their camera crews were shooting film on an aircraft carrier in Korea, in Berlin, Lancashire, Lexington, Va., Gary, Ind., Washington, D.C., and Climax, Colo.

The show takes its shape each week from the cutting and editing of the film, and the two men are still narrowing the focus of the shots they survey. "In our first story on Korea," says Murrow, "we concentrated on a platoon; today we would probably use a squad." He has also learned that "the writing has to be a lot leaner. I think both of us have a keener appreciation of the eloquence of silence. You can't write copy for television that's as good as silence."

Murrow's enthusiasm for TV is tempered. He finds it hard to deal with ideas in television: "There are so many stories—big stories, good ones—that we can't do. I suppose we'll have to resign ourselves that there are some things television just can't do."

He distrusts the current theory that video will enlighten the public on political candidates: "A lot of people are deluding themselves that this instrument is supposed to be a weapon of intelligence and sophistication. I find too many people to whom this is a miracle instrument that will make people wiser, more discerning. It takes more than a camera, as it takes more than presses and newsprint, to make a newspaper."



Murrow: It takes more than a camera to make people wiser

If any of the TV men around have the something "more," it is Murrow and Friendly. And narrator Murrow, who is a showman as well as an educator and a newsman (although he does not recognize it), can make the public like what he teaches and tells. Among his future projects: the story of a tree, the B-26

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* * *

FOR RESERVATIONS: Address Winston McCrea, Manager, Sun Valley, Idaho or Union Pacific Railroad, Room 1671, Omaha 2, Nebr., or see your local travel agent.

story, a weather station. His pet project for TV is American history; he wants to take the cameras to Custer's Last Stand and to Bull Run and to sweep northwest from New Orleans and give home viewers the feeling of the Southwest. "To transport people from their one room, badly furnished in bad taste, full of dreary living . . . that would be fun."

The Peabody Prizes

The big broadcasting awards were announced last week. Most of the other prizes—given in return for plugs on the air—were forgotten in the face of the noncommercial ones that count, the George Foster Peabody Awards. The top six network shows:

▶The Nation's Nightmare (CBS)—"a shattering and fearless documentary series on syndicated crime in the United States . . . an extraordinary public service" (NEWSWEEK, Aug. 13, 1951).

▶Bob and Ray (NBC)—"fast moving, deadly accurate, frequently outrageous, and extremely funny. They are, now, the foremost satirists in radio . . ." (NEWSWEEK, Sept. 10, 1951).

▶What in the World? (CBS-TV)—"that intriguing and learned program . . . Here is superb blending of the academic and the entertaining" (NEWSWEEK, Feb. 4).

▶See It Now (CBS-TV)—"simple, lucid, intelligent analysis of top news stories of the week on television . . . a strikingly effective format for presenting news and the personalities involved in the news with humor, sometimes with indignation, always with careful thought" (NEWSWEEK, Dec. 3, 1951, and see above).

▶Gian-Carlo Menotti's "Amahl and the Night Visitors" (NBC-TV)—"tender and moving one-act opera . . . living proof that television can accommodate itself to greatness, if it so wishes" (NEWSWEEK, Jan. 7).

▶Celanese Theater (ABC-TV)—"productions of fine American plays . . . done with fidelity, intelligence, and scrupulous regard for the intentions of the playwright" (NEWSWEEK, Oct. 15, 1951).

The other awards went to:

▶The New York Times Youth Forum on WQXR in New York.

▶Alistair Cooke's Letter From America on the BBC—for its "contribution to international understanding."

▶WSB in Atlanta, Ga.—for its "meritorious regional public service."

▶KPOJ in Portland, Ore.—for its "meritorious local public service."

World Video?

Midwest radios have been known to pick up FM signals from New York, and video pictures have been received from transmitters hundreds of miles away. But any steady reception in the very high frequencies—where FM and TV are to-

thirsty?

Have a drink on

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. . . of course, it's electric!

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In capacities for every need

WHEN considering Water Cooler requirements, there are three basic questions to keep in mind:

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2 ***What about efficiency and trouble-free service?***

Proof of the statement *Blue Chip Line of the Industry* is established by the outstanding percentage of industry sales obtained in 1951.

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All Westinghouse Water Coolers carry the 5-Year Guarantee Plan.

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See TV's Top Dramatic Show . . WESTINGHOUSE STUDIO ONE . . Every Week

2 Commentators Ill

Edward R. Murrow of C. B. S. and Bill Henry of the National Broadcasting Company were unable to participate in the reporting of election returns last night because of illness.

C. B. S. said Mr. Murrow had been ill for several days with a cold and had developed what

OBSERVER — 18/5/58 [FALL-OUT ON OTHER SIDE] EX-WMS

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—*Hailsham*

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'or Multitude'

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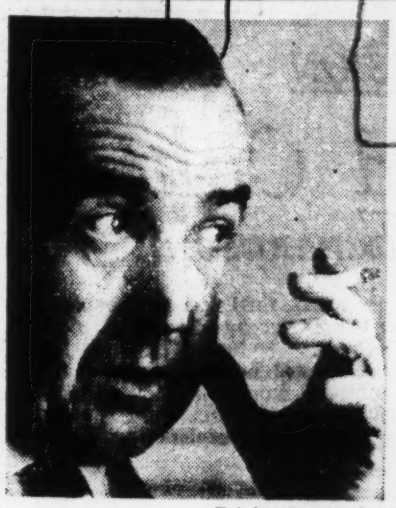

Erich Auerbach

ED MURROW

News Miscellany

Queen Mother in Sheffield

QUEEN ELIZABETH THE QUEEN MOTHER, who yesterday placed the foundation stone of a new teaching hospital in Sheffield, said she was delighted that the dream of the city's far-sighted visionaries was now to be realised. The scheme was initiated 20 years ago.

Crowds cheered as she drove to the hospital site, where she passed between lines of nurses. The ceremony was broadcast to patients in all the Sheffield hospitals and through the hospital sports commentaries network.

The Queen Mother then drove six miles to the Kirkhill Old People's Home, which she officially opened, and unveiled a commemorative plaque. The home cost more than £70,000, and accommodates 50 aged or handicapped people.

Person to Person

The Man from Pole Cat Creek

By A Staff Reporter

IN London last week, Ed Murrow, one of the most important figures yet produced by radio and television, a tall, dark man with a high-domed forehead and the worried, lopsided face of a handsome bloodhound, spoke to his "shop" (the Columbia Broadcasting System) in New York and asked them whether they felt he ought to move on to cover the latest crises in Algeria and the Lebanon.

C.B.S. decided they wanted Murrow back home first, and he left for New York by air not dissatisfied with the results of his five-day visit to London: foremost among these, a half-hour filmed interview with Mr. Macmillan, due to appear on television in America on May 23, and later to be shown here and in the Commonwealth.

It is impressive that an American journalist can get a British Prime Minister to give him generous and undivided attention just before an important Cabinet meeting and at a critical period in the Prime Minister's career. But with Ed Murrow, O.B.E., this sort of thing is not unusual. He is, someone has said, "The V.I.P.s' V.I.P."

* * *

AMERICANS, more than Englishmen, like to feel they're being talked to about important things. Murrow has been satisfying this wish for twenty years. As one of his colleagues put it, "They feel Ed's good for them."

Egbert Roscoe Murrow was born on April 25, 1908, the third son of a small tenant farmer at Pole Cat Creek, North Carolina. He is of English, Irish and Scots descent. Father Murrow later changed to driving a train in a logging camp, and after high school, Egbert, aged fifteen, started earning his first money in the same camp (it was here Egbert was dropped, with relief, for Ed).

It was war-time Britain that really made him; and the influence of Murrow's "This [pause] is London" upon American opinion before the United States entered the war was incalculable.

Until the war, the serious Murrow had doubts about England's fibre. Was the greatness gone, he wondered?

He found what he'd hoped to find in the blitz. This was probably the greatest time of Murrow's life: England's cause was his; he took many risks. Perhaps his most memorable broadcast was one night outside St. Martin-in-the-Fields. "We took air just as the sirens started. Unhurried footsteps sounded as people walked to the shelters. A man stopped another and asked for a light. The broadcast lasted, oh, two, three minutes. It illustrated the silence. They flew into a great calm."

* * *

HIS two m impressive recollections this time are not of battle. The first is of a debate in the House of Commons in August, 1940, when the R.A.F. had committed everything but two reserve squadrons: the debate was on conditions of internment camps for aliens on the Isle of Man. The second is of the successful appeal two days after Italy entered the war of an Italian who had been found guilty by a lower court of murdering a British seaman with a knife.

These memories were with Murrow in March, 1954, when he indicted McCarthy and his methods on "See It Now" with a succession of filmed excerpts of the Senator in action—one of the most explosive television programmes ever, with plenty of editorialising and "as much cutting edge as could be on it." Murrow admits freely that he didn't attack McCarthy particularly early in the Senator's campaign, and that others had done it before him. But it was a brave action that brought virulent abuse as well as cheers. At one time, four McCarthy investigators were at work on Murrow.

The McCarthy poison in American life upset him a great deal. Other painful moments during his career were Korea ("a miserable war, a miserable country, and the realisation what the intervening years had done to the glands and nerves") and the Suez Crisis, when he was in Israel: he greatly admires Israel (particularly the prowess of her Army: he always worships the heroic qualities) and hated to see her "threatened with physical extinction by Bulganin and with economic strangulation by Eisenhower."

* * *

SUEZ upset him, too, because of what it meant to Britain and his conception of her. Murrow's love for England is warming; at times the admiration seems almost too uncritical (he admits he has to a certain extent lost touch with the British scene). His restrained clothes are often Savile Row; his fine black shoes glitter proudly; anglicisms like "Don't forget to make a signal" come easily to him. Even his ability to deprecate his own country, modestly, seems at times a bit English ("I love this old hotel—even the Americans haven't succeeded in spoiling it").

Murrow disclaims any political affiliations. He says he lacks conviction. On foreign affairs he tends to be Democrat, on home affairs Republican. He believes there has been nothing in history comparable with what America has done in foreign affairs in the past ten years. ("When Churchill said the Marshall Plan was the 'most unsordid act in history' I think he was right.") But despite this, he is by no means sure that American policy will succeed.

* * *

HE looks at American politics mainly from a professional standpoint and quotes the words of Senator Alben Barkley: "To be a good political reporter you ought to be agin everybody—some."

Murrow's eminence in radio and television is based on his air of authority ("the voice of an unfrocked bishop") and his sense of honesty and integrity. Few people have his painstaking ability to make important and difficult subjects seem dramatic. "See It Now" has included such touches as a United States marine hacking a foxhole from the frozen earth in Korea; a Buchenwald tattoo on the arm of an Israeli jet pilot; a "rehabilitated" member of Mau Mau singing "Onward, Christian Soldiers"; the clink of a bullet taken from a G.I.'s spine as it was tossed by the surgeon to a nurse and dropped into a cup.

He has many able men and several field teams working under him, aided by a lavish budget; but his stamp is always visible. Other commentators may be more pungent, less pontifical or pompous, better researchers, even more knowledgeable; but no one quite adds up to Murrow. And it is unlikely that any is so well paid (over $300,000 a year, more even than the board chairman of C.B.S.).

Murrow believes in his job (or much of it), but is not exactly at ease in it. He smokes heavily and buries himself obsessionally in overwork and dangerously long hours. He seldom relaxes except on his dairy farm outside New York.

He is still distrustful and a little ashamed of television, sees it can't compete with radio on "hard" news (indeed, doesn't try to make it do so); nor, to him, is it so satisfactory. He feels it tends to be a shiny, top-heavy gimmick, and that, in America, at least, with one eye on the sponsor, it lacks courage. His twelve-year-old son is allowed to watch television for only half an hour a day. Yet it is sometimes invaluable, he feels, for unmasking a phoney.—*Copyright.*

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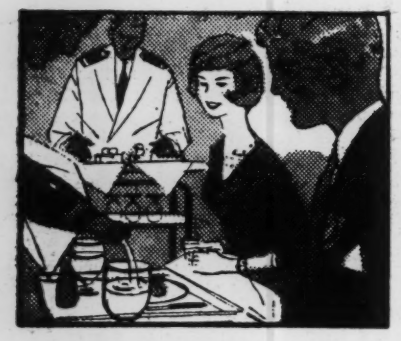

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TELEVISION

Cephalopod Culture

By MAURICE RICHARDSON

"CONTRADICTION is the very moving principle of the world!" The Box, with its abrupt switches from the trivial to the profound, is always providing illustrations to Hegel's pet dictum. The sage of Stuttgart should have been viewing last week, selectively, from his armchair fireside in the *Ewigkeit*. A distinctly submarine and cosmological pattern could be picked out amid the flicker.

It began last Sunday during the B.B.C.'s Children's Hour, with a film of the Octopus, that strange, exquisitely complicated, almost human-eyed mollusc. By what evolutionary contradiction did it develop the shapeless "foot" of its lowly order into those prehensile tentacles? What stopped these brilliant animals from evolving a submarine civilisation of their own, a silent tactile cephalopod feely culture? Perhaps they have one—on another planet if not in some hidden oceanic abyss on our own. There is certainly nothing we can teach them about the obscurantist uses of ink.

Another, more fundamental, submarine evolutionary contradiction was strongly featured in Tuesday night's fourth instalment of **Five Hundred Million Years**, the B.B.C.'s admirably varied lecture-series on Evolution, one of the few, the shamefully few, concessions that television makes to popular science. This was the vital part almost certainly played by the ancestors of the Sea-Squirt in the evolution of the vertebrates. The salient contradiction here is between the adult Sea-Squirt, which is anchored to a rock, and its free-swimming, and seemingly much more advanced and go-ahead, larvae. The television lecture, interspersed with film, is marvellously effective at spotlighting such epoch-making facts. A nice demonstration of the personal touch was given by Dr. Swinton. The tone of awe with which he stressed the hundred-million-year domination of the great reptiles was deeply impressive, and far more reverent than a lot of the specious lip-service that you get in some of the religious programmes.

*

SO much exciting biological prehistory made a rather heady preparation for Thursday night's live investigation of Loch Ness. As an outside broadcast, in the teeth of the baleful weather that always attends o.b.s, and in the absence of a personal appearance, this was commendably lively and unflagging. The diving had its moments. What an all-time-record televisual occasion it would have been if the Monster had swum into view and carried off one of the B.B.C.'s frogmen! As it was, the most impressive piece of live evidence we were able to witness was the dense, moving mark on the graph of the echo-sounding apparatus. It was too dense for a shoal of fish and it submerged as the B.B.C.'s chartered trawler approached.

The testimony of various witnesses, including the town clerk of Lincoln, and a very sober Inverness-shire colonel, was more imposing than those few photographs. One rather noticeable omission (I think I am right about this) was the absence of any comment by a qualified marine biologist. I hope TV and film cameras will be kept trained on the Monster's Loch. I should like to believe in Him; but I do not think he is a cultured cephalopod.

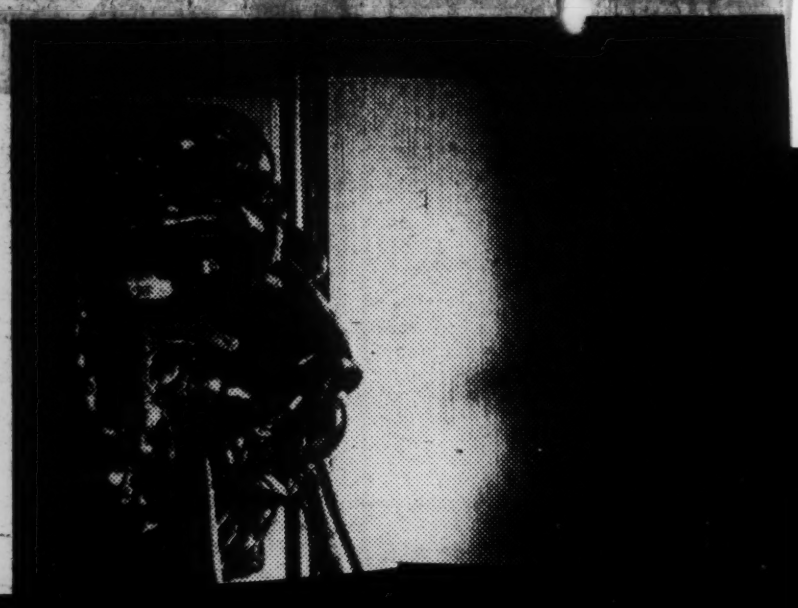
*

OUR great contemporary cosmological contradiction — nuclear energy: for annihilation or construction?—got a fairly thorough exposure in **Fallout**, a C.B.S. "See It Now" film made some weeks ago. The B.B.C. showed eighty minutes of this last thing on Wednesday night—scarcely a soporific. It was as solid and responsible a job as we should expect from Ed Murrow and his team, and one of the most significant pieces of TV journalism yet emitted.

It resolved itself into an investigation of A.E.C. policy. Witnesses for the prosecution included the crew of the Lucky Dragon and Dr. Kamura, the Japanese physicist; some of the inhabitants of Nevada and their horses; and Dr. Linus Pauling, chairman of the group of 9,000 scientists who wish to stop further tests. Principal witness for the defence was Dr. Libby, one of those peculiarly American scientists whose minds seem to be built in watertight compartments. Constructionwise, he was encouragingly sane with plenty of stress on the blessings of peaceful power; but that phrase, "tolerable risks," was alarming. Murrow was on to him like a terrier: "Dr. Libby, you don't seem very concerned . . ." There was great waving of tentacles as electrotelepathic reports of this programme reached the Cephalopod Council.

Hail and farewe Ormandy (left), of the Phila Orchestra, Oistrakh, the violinist, meet at in the Royal Fe

Radio



EDWARD R. MURROW

APR 30 1959

Phila Bulletin

Man About Town

By Frank Brookhouser

THE BEST OF FRIENDS on the Penn campus suddenly have been turned into foes.

Barney Berlinger, Jr., captain-elect of the football team, and John Jerbasi, captain-elect of the soccer team, are almost constant companions.

Both of them are also on the track team. Both are majoring in mechanical engineering. They sit side by side in their classes. They sit side by side at the training table.

But now they are against each other. On Tuesday night they were nominated by the two rival parties for the coveted office of senior class president.

The campaigns are always heated and, from now until the election next Wednesday, they will be the "political" victims of unkind words about each other.

• • •

LIKE MANY business executives, WIP prexy Benedict Gimbel, Jr., will never become famous for the beauty of his penmanship.

His signature for many years has been a problem to his bank, the Philadelphia National, which has even considered training workers to make it out.

Yesterday he received a call from the bank. The signature on one of his checks, the bank said, was so clear that it might be a forgery.

It asked if it could send the check to his office so that he could examine it and make certain. And it did just that. Gimbel himself was surprised when he saw his name. It was unusual. It was legible—accidentally! But not a forgery.

• •

BROWN-EYED Philadelphia concert violinist Diana Steiner came back to town from San Diego, Calif., the other day with $1,000 more than when she had left.

Diana Steiner

She earned that amount for herself by winning first prize for strings in the annual contest conducted by the National Federation of Music Clubs. There are similar awards in the piano and vocal categories.

Winning prizes like this is nothing new for the 26-year-old violinist, who in private life is Mrs. Edward R. Dickstein and lives at 73[illegible] Revere road, Yeadon.

A graduate of West Philly High, she was the first winner of the Philadelphia Orchestra Children's Concerts contest at 12 and made her New York concert debut as the winner of the Walter W. Naumburg Award.

As a little girl, she was a student of Efrem Zimbalist at the Curtis Institute of Music. She now teaches at the Settlement Music School.

• •

LOCAL television star Dick Clark will make his movie debut in "Harrison High," a film based on a new novel by a 22-year-old author named John Farris. Clark, the idol of the teenagers, will play the part of a young teacher in the drama, which deals with life in the schools today. The Drexel Film Corp., which is producing the picture for Columbia, expects to start shooting in July.

• • •

VISITING New York last Friday, car dealer Sunny Stein went to the Richelieu restaurant and overheard a funny ad lib by Edward R. Murrow. Murrow and Mrs. Isaac Stern were seated at the next table, waiting patiently for the famed violinist, who was to appear on Person to Person that night. When Stern finally arrived, Murrow laughed and said: "You'd better not be late tonight."

• • •

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Bantron was discovered in the research laboratories of a great American university. It comes in tablet form. You just take 1 tablet with water after each meal.

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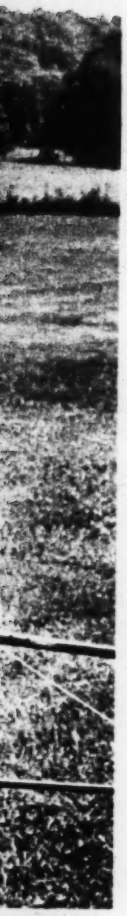
Murrow introduces his son to intricacies of angling before sending him out to fish in their own stream.

Murrow, t

EDWARD R. MURROW, host on the *Person to Person* TV show, lives with his wife, Janet, and son, Casey, 9, on a 281-acre farm near Pawling, N. Y. The house, a two-story white Colonial with 12 rooms, was built in 1777. Here they have a real working farm where they raise dairy cattle, including about 30 Holstein-Freisian cows, and sell milk to a local distributor.

Looking quite at home, Murrow leans on wooden fence as he surveys his New York farm. He got a taste of his own medicine when a cameraman followed him around his place in the country.



ngling
eam.

Yep, that's Murrow running that bulldozer—the same guy who runs the TV show so nonchalantly.

, the Farmer

Pathfinder May, 1947

Radio-TV

Blocked Bleep

Missing from last Sunday's New York Philharmonic Symphony broadcast (CBS, 3 p.m. EST) was the 4 o'clock bleep. Bleeps are the tiny (¼ normal volume) tinny, split-second, electronic time signals CBS sends out hourly to synchronize network clocks. CBS thought nobody would mind them amid the strings and brasses. They were wrong. Three protests came in—one from Boston, one from Kansas City and one from Leopold Stokowski, co-conductor of the Philharmonic. So the bleep was dropped.

This . . . Is the News

Edward R(oscoe) Murrow, CBS newscaster, last fortnight won his second Peabody Award, radio's highest prize.* "For more than a decade," the citation read, "Ed Murrow has been one of the most reliable and shining lights in the overcast of news analysis. . . ."

Ed Murrow is 41 years old, tall, handsome, scholarly in appearance and self-effacing. Each week-night he sits before the microphone and, with his hands in his lap, begins: "This is the news." He speaks quietly, carefully, without sensationalism, and gives the impression that he is thinking as he talks. After recounting the day's news, he usually singles out one topic for comment—and this he carefully labels as "one reporter's" opinion. He frequently varies from the text of his written script.

Building a Program. Putting his broadcast together (Mon.-Fri., 7:45 p.m. EST) is a day-long job for Murrow and his staff, researcher John Aaron and assistant writer Jesse Zousmer. By 5:30, they have assembled the night's material, but sometimes as late as 7:15 Murrow will tear the script apart and do it over.

Reporting is harder today than it used to be, Murrow says, because the confusion is greater. "It's much easier to report a battle than to do an honest job on the issues covering the Taft-Hartley repeal." Murrow blames part of the confusion and difficulty in present day reporting on the fact that many words have lost their simple meanings—"the language is all messed up." His newscasts are based on the belief that "people want information rather than emotion. I try not to reach a conclusion until I've tried to spell out for the listener the steps by which I've reached it."

Caught in Conflict. In 1935, Murrow joined CBS as Director of Talks and Education. Two years later, he went to England to arrange cultural programs. Then events in Europe caught up with him and CBS, and he suddenly became European news chief for the network. When he got word the Germans were on the march, he chartered a plane, flew to Vienna in time to report their arrival. Back in London, he quickly built up the CBS foreign staff with such colleagues as William L. Shirer and Eric Sevareid.

Almost 10 years later, he returned to the U.S., partly because "I never fancied myself an expatriot," more because "the story is here now. What happens in Europe depends upon what happens here." He took a desk job, briefly, as a CBS vice-president.

Sidelines. Of that job he says with a reminiscent smile: "I was going to remake a few things in radio just for fun." He did remake a few things. He created the CBS documentary unit which established the network's reputation as a pioneer in a new type of program. He also created *CBS Views the News* which last year also won a Peabody citation.

But Murrow was not cut out to be a vice president. "I got fed up with budgets, with moving papers from one side of

*Some other winners: In TV, Actors Studio (ABC); *Howdy Doody* (NBC); in radio, *NBC University Theatre*, Groucho Marx (ABC); station awards went to KNBC, San Francisco, and WDAR, Savannah, Ga.

Murrow, Aaron, Zousmer. "The language is all messed up." *(SEE: The Ne*

the desk to another, with firing and hiring people." So he got a sponsor and went back on the air.

Murrow holds his program to straight news and news commentary most of the year. A regular exception is his Christmas broadcast. Then his son Casey, now 3½, broadcasts a wide-eyed, child's-eye view of the day's top story.

5/26/60

On The Air

By BOB WILLIAMS

"Live" telecasts of President Eisenhower's report on the summit collapse failed apparently to attract a predominant TV audience, according to the American Research Bureau.

The seven-city electronic Arbitron service listed NBC's "Wagon Train" as the top-rated program of the night with a 21.4 rating, a few points off its usual pace, and a 47 per cent share of audience, also slightly behind its normal popularity.

The President's address, telecast "live" on ABC and CBS during the last half hour of the NBC Western series, ran behind.

Arbitron projects its ratings from electronic control boards hooked up with 454 TV sets in New York, Baltimore, Chicago, Cleveland, Detroit, Philadelphia and Washington.

The reports are used in the TV industry as "indicators" of more comprehensive national rating studies which are issued at bi-weekly and monthly intervals.

The NBC replay of the Eisenhower speech at 10 p.m. apparently did much better in the seven-city Arbitron report, it was said. ARB, however, refused to divulge the exact figures.

The address was also carried "live" by Ch. 5 and replayed later by Chs. 9 and 11, locally.

There has been concern in the TV industry over the lack of specttacular rating results from the numerous "public affairs" reports recently on the summit conference.

EDWARD R. MURROW

Presidential campaign speeches, however, failed to absorb a majority of televisers in 1952 and 1956.

Edward R. Murrow, who apparently studied the ratings during the 1956 Presidential campaign, said the average audience for all night-time political programs in that period was "roughly 60 per cent below the average audience for regular entertainment programs."

* * *

The Bell & Howell Co., sponsors of tomorrow night's Edward R. Murrow CBS special on the integration struggle in Georgia, said warnings had been received of possible "boycotts, loss of dealerships, decreased salesa nd consumer resentment from certain groups."

The Murrow program is a study of Atlanta, caught in a squeeze between federal integration school orders and state school segregation legislation."

"We have been advised," said Peter G. Peterson, executive vice-president of the camera firm, "that we may be taking some risks but these are risks somebody must take if television is to be permitted to grow up as a responsible reporting medium exemplifying full freedom of thep ress under our democratic system."

Peterson's firm exercises no control over the content of the Murrow show.

POST SUNDAY 2-21-60

On The Air

By BOB WILLIAMS

Just as he was about to try his TV dramatic debut, after the fashion of Ingemar Johansson, light-heavyweight champ Archie Moore got a reminder on the shoulder from the National Boxing Assn. that it was time to fight again.

So Archie Friday bowed out of his date to film a "Twilight Zone" stanza in a half-hour drama, "The Big Tall Wish," in which he was to have played a broken down club-fighter. It may have been bad casting, anyway . . .

Reports circulated Friday that Edward R. Murrow wouldn't be returning to CBS activity at the end of his year-long world travels were denied by the network. Murrow, one source said, will be back to help out with the political conventions in July. Said another source, he's expected to carry on with "CBS Reports" next season. He may not, however, resume his nightly CBS radio broadcast, it was conceded.

* * *

Press Clipping

NEWS

Continued from page 8

ally sound but recommended that two additional assistant secretaries be added within the department.

The new posts are necessary, the committee pointed out, for the proper division of responsibilities for the vast programs of the Navy. One of these new assistant secretaries would be designated the Comptroller, presently a responsibility of the Under Secretary of the Navy.

Under the committee's plan, the Under Secretary would be responsible for supervising and directing the work of the assistant secretaries. He would also be in charge of business and production activities of the Navy.

A second new assistant secretary would be designated for Personnel and Reserve Forces.

'Now pinch-hitting for Santa—'

St. Nicholas couldn't make this one—but he was farsighted enough to appoint a pinch-hitter for himself in the person of Col. R. Herbison. The colonel is deputy wing commander at Mitchel Air Force Base, N. Y., and he's pictured here cutting the tape which marked the opening of the new Toyland at Mitchel's Exchange. And just in time for early Christmas shoppers, too! Looking on are Capt. Edward W. Snyder, Mitchel Exchange Officer, and J. Launders, Toyland manager. The small fry looking wistfully at and past the camera know the value of early shopping—they were there *before* Toyland opened!

Gemsco handles Narragansett line

Gemsco, Inc., 395 4th Ave., New York 16, announces it has been appointed by Jacob Finkelstein & Son, Woonsocket, R. I., as its exclusive military market agent. The Finkelstein firm manufactures the Narragansett line of outerwear embracing sportswear, rainwear, leisure jackets, etc. Catalogs of the full line are available upon request.

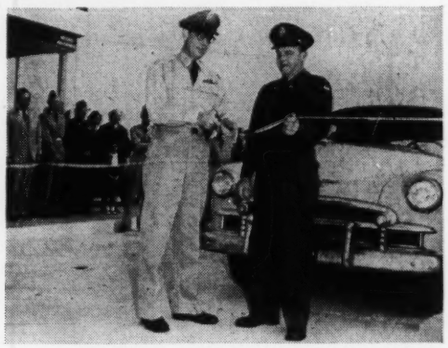
SAC to rate its Exchanges

In a new move to assure maximum service to the customer, the Strategic Air Command has announced plans to place all Exchanges under its Management Control System. In the near future, Comptroller personnel will begin judging the efficiency of Exchanges under the SAC Rating System, already used throughout SAC to evaluate the performance and operation of various air base activities.

Directorate of Materiel personnel presently are working on a checklist of Exchange activities, which Comptroller rating teams will follow in their monthly evaluation.

Primary purpose of the system for Exchanges and other activities is to emphasize the efficiency or lack of efficiency of base functions to the base commander, who may then take appropriate action.

Fort Monroe gets new service station



A brand new Exchange service station was opened recently at Fort Monroe, Va., replacing a station which had served personnel since 1927. Tape cutting ceremonies were presided over by Lt. Col. Leo J. Nielsen, Jr., shown here wielding the shears. Colonel Nielsen is Fort Monroe's acting deputy post commander. Looking on at right is Lt. Col. Marion B. Davis, Exchange Officer. In the background are prospective customers.

Bradley and Murrow team up in brief 'campaign' for vital fringe benefits

General of the Army Omar Bradley, USA-Ret., and Edward R. Murrow, CBS news commentator, have teamed up to "plug" for so-called fringe benefits, such as Exchanges and Commissary Stores, so vital to men in uniform and their families. General Bradley was interviewed by Mr. Murrow during a recent news broadcast in connection with the United Defense Fund, of which the general is national chairman. The following is a transcribed account of a portion of the interview.

MURROW: Well, General Bradley, a moment ago you were talking about the enlisted men. How do you feel on the matter of so-called fringe benefits being withdrawn or restricted?

BRADLEY: Well, I think we're driving a lot of our very best young officers and non-commissioned officers out of the service by taking away these fringe benefits. A long time ago, when I was a young lieutenant, one of the advantages of the service was the fact that we had a retirement plan and we had fringe benefits.

Continued on page 105

NEWS

Continued from page 11

Now, practically all industry and a lot of other people have retirement plans and they're increasing fringe benefits. During that same time we're taking the fringe benefits away from the officers and the non-commissioned officers and we're driving a lot of them out of the service, and we can ill-afford to lose them because they may be some of the future Eisenhowers and Marshalls and MacArthurs and Admiral Kings and so forth that we're losing—and we can ill-afford to lose them, in my opinion.

MURROW: It also reduces the number of re-enlistments, too, doesn't it?

BRADLEY: Yes, that's where we're losing the non-commissioned officers. We spend years training a man and then we lose him. And those well-trained non-commissioned officers are really the backbone of the services and they don't re-enlist; we have to train a new man.

Bulova issues watch service folder

Bulova Watch Co., Service Div., has released the latest technical manual of the Bulova self-winding watch series. Over 35,000 booklets have been distributed so far to jewelers and watchmakers throughout the country.

The booklet is devoted exclusively to disassembly, lubrication, and assembly of the new Bulova 23. Seventeen pages of the 19-page technical folder have been devoted to clear sequence instructions for the disassembly, lubrication, and reassembly of the 23 movement. Many high detail four-color illustrations give instruction to the watchmaker and watch repairman.

This booklet can be obtained by writing Service Div., Bulova Watch Co., Bulova Park, Flushing, 70, N. Y.

Air Force nears million-man mark

Air Force military manpower has passed the 960,000 mark. Present strength includes about 130,000 officers and 830,000 airmen, of whom about 270,000 are on duty overseas.

The Air Force Reserve now has a total of about 175,300 officers and 89,040 airmen in all categories, with 6,000 officers and about 45,000 airmen in the Air National Guard.

Phonograph field sales force organized

Organization of a field sales force devoted exclusively to radio and Victrola phonograph merchandise was announced recently by Radio and Victrola Phonograph Div., RCA Victor, Camden, N. J.

The new force consists initially of 14 representatives who operate out of eight regional districts for nation-wide coverage. As factory representatives, they work closely with RCA Victor distributors in promoting sales of radios, phonographs, and radio-phonograph combinations.

SAC wins safety award for third straight year; Fort Benning, Ga., also honored

For the third consecutive year, the Strategic Air Command has won the Award of Honor, the National Safety Council's highest award, for successful efforts to reduce ground accidents in 1953. SAC thus becomes the first USAF major command to win the honor three straight times.

Also awarded the honor citation were Hunter AFB, Ga., and the Second Air Force. Awards of Merit for achievements in ground safety in 1953 went

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ADS LIKE THIS HELP MAKE WILDROOT CREAM-OIL THE Nº 1 BRAND

DISPLAY THE Nº 1 BRAND

WILDROOT CREAM-OIL

1st in Sales* 1st in Profit* 1st in Turnover*

*According to an independent research organization

Post
11/9/59

By BOB WILLIAMS

CBS president Frank Stanton asked for the truth on TV.

And Ed Murrow gave it to him.

Was it "Murrow's Revenge"?

That was the big question around CBS today after Murrow's "Small World" program Sunday.

In the midst of the Washington quiz show disclosures, Stanton announced a new era of TV in which "canned laughter" would be banned and supposedly "spontaneous" shows which had been "rehearsed" would be so identified.

He singled out, among others, "Person to Person," on which Ed Murrow had served as the heavy-smoking question-man for five years. Murrow, in London, responded quickly and angrily by saying that the production methods of "Person to Person" had been well-publicized.

EDWARD R. MURROW

He emphasized that it was impractical to move "tons" of equipment into a celebrity's home for a telecast and conduct an interview without considerable preparation as to the physical movements of the subjects and the content of the questions and answers.

Murrow also took occasion to suggest that Dr. Stanton apparently was "ignorant" of TV production methods, particularly those pertaining to "news."

That was where the argument ended, supposedly, until yesterday.

"Small World" was a compilation, as usual, of film and sound track of a phone conversation involving Murrow in London, Irish playwright Brendan Behan in Dublin, Jackie Gleason in Poughkeepsie and John Mason Brown in New York.

For 15 minutes, it was an astonishingly realistic babble over which the bibulous Behan predominated. Filmed snatches of Murrow showed him frowning, but without pain, John Mason Brown holding his head with obvious woe and the worldly Gleason, a man who knows his way around a bottle, wisely amused.

Behan, an unrestrained fellow who has been known to invade the stage during his own iconoclastic London productions, disappeared from sight after the mid-way point in the half-hour show—edited out, as it were.

It was understood—just understood, you understand—that the talk got somewhat beyond the "realistic" notions of Dr. Stanton. Thus, "Small World" got along during the last half of the program without the vocal services of Behan. Murrow made no attempt to mask the seemingly troublous situation.

* * *

During the introduction to "Small World," it was pointed out rather emphatically that the program was "filmed" Oct. 11.

Dr. Stanton did not make his pronouncement about the new "honesty" in CBS program presentations until Oct. 16. He did not even refer to "Person to Person" until a few days later.

Yet Murrow was able to refer on the show to "canned laughter"—asking Gleason's opinion of it.

"Small World" was apparently not "edited," however, or put into final shape, until after the week-end of Oct. 16.

Last spring, when Murrow announced he was taking advantage of a contract clause which provided for a one-year "sabbatical," there were sharp rumors of a rift between him and Stanton.

It was no secret that Murrow was seething over the fact that the network had killed his prize-adorned "See It Now" projects, which included his devastating reports on the late Sen. McCarthy.

Murrow, although vacationing, decided to turn out a full season's schedule of "Small World," as well as occasional news reports. And his co-producing "See It Now" partner, Fred Friendly, came back on TV with "CBS Reports"—a revived version of "See It Now."

There was no subterfuge about "Small World" yesterday.

They told the viewers when it was "filmed" and how. Murrow let Behan talk—and sing. And, in the middle of one of Behan's "songs," Murrow "broke" the show for the commercial.

When the commercial was over, Behan was missing.

As Gleason said: Behan had come through "100 proof."

If Dr. Stanton wanted realism, Murrow certainly gave it to him.

* * *

When the Ch. 2 "To Tell the Truth" panel gathered last Thursday, they suffered a disappointment. They were never told the answers to the guessing-game. But they were traditionally told the subjects which would be involved—the better to fashion smarter questions. Last Thursday, they were told nothing—and thus were totally unprepared. It was one more consequence of the quiz show revelations . . . Dale Wasserman's script for tonight's Ch. 2 production of "I, Don Quixote," was a honey when we read it a few weeks back. If it comes to life dramatically, it should really be a "special" . . . The Dec. 4 CBS offering of "Oliver Twist" has been extravagantly cast, except for the title role, which remains unfilled. Eric Portman will play Fagin, Robert Morley will portray Beadle. Inga Swenson and John Colicos will play two of the supporting roles.

* * *

In the age of TV, the best college football game in the country Saturday, between Penn State and Syracuse, was on radio. And during the WRCA broadcast, immediately after a commercial break, announcer Chris Schenkel said: "Here we are again and Penn State has moved into action. They have already failed to move the ball in two tries . . ." Didn't he mean Penn State had moved into "inaction"?

The Providence Journal, Monday, March 18, 1957

AF Missile

Says U.S. Yields In Middle East

TV's Edward Murrow Sees Biggest Soviet Victory in Cold War

Edward R. Murrow, TV news commentator, last night told a Providence audience that the United States had abdicated its leadership in the Mideast and that Russia has scored its greatest victory in the cold war in that area.

"A nation with power must lead," Mr. Murrow said, "and we cannot lead by abdicating our leadership to the United Nations."

"We have not accepted our responsibilities in the Mideast since 1951," he said. "We are back where we were eight months ago due to the action and inaction of our government."

"This is a testing time for our leadership," he said and added that the situation in the Middle East is exactly as it was

Continued on Page 4, Col. 6

Ed Murrow

Continued From Page One

before what he termed the "100 hours' war."

"We cannot send a man to the Middle East with $200,000,000 in his pockets to bribe the Arabs and expect this to solve our problems," he continued.

Mr. Murrow said that unless the U.S. exerts the same pressure on Egypt now as it did on Israel that "the moral ground will be cut from under us."

He said that Egyptian President Nasser will "get out of Gaza Strip when the Russians tell him to get out and not before."

Mr. Murrow joined poet Carl Sandburg and Fred W. Friendly, TV and radio director, in a memorial service for Mr. Friendly's mother, the late Mrs. Therese Wachenheimer at the Temple Beth El last night before approximately 1,800 persons.

Mr. Murrow said after his talk that he felt he could not express these sentiments on TV because they were his own opinions and were not necessarily the opinion of the Columbia Broadcasting System.

Explains Cease-Fire

In explaining the cease-fire in the Middle East, Mr. Murrow said it was brought about by a direct threat from Russia and a threat of economic strangulation from President Eisenhower.

He said that Israel had relied on "immaculate assumptions" received from the U.S. in deciding to withdraw her troops. He said that Israel possesses the "toughest army I have ever seen."

He said that an example of our indecisive foreign policy was indicated in our approval of British, French and Canadian sale of arms to Israel while we would not sell arms ourselves.

"We may have to make up our minds that for our own self-interest and to maintain our leadership of the free world we will have to offend someone in the Middle East besides the smallest and only democratic nation in that area," he said.

Urges "Bold Program"

Mr. Murrow, who won three Emmy Awards, TV's equivalent of Hollywood's Oscar, Saturday night for newscasting and two of his shows, called for a "great, bold imaginative program by this country in the Middle East to relax and release the tensions in that area.".

Mr. Sandburg, Pulitzer prize winner for his biography, "Abraham Lincoln: The War Years," and looked upon by many as the dean of American poetry, told the overflow audience that "education has come to be an ugly word," for him.

He said that "we spend billions for defense," while our allocations for education lag far behind.

"Educators are speaking gobbledegook to each other," he continued. "They are not speaking to the common man and the people cannot understand what they are saying."

"Ain't Doing So Good"

He said that too few leaders understand the responsibilities of the movies, radio and television and deplored the trend away from books and reading.

"Poets ain't doing so good," he said, noting the prevalence of what he termed "obscurantists."

"You have to guess at what they mean," he continued. "I guess poetry is suffering from what they would call in Washington a recession."

Mr. Sandburg also read passages from his poetry and prose and sang several songs, accompanying himself on the guitar.

Mr. Friendly, who was an announcer in Providence before he joined Mr. Murrow in radio's "Hear It Now," and TV's "See It Now," paid a brief tribute to his mother, who had been a member of the Beth El congregation before her death, and had been active in civic and charitable organizations in the state.

The guests were introduced by Rabbi William G. Braude of the Temple Beth El.

Famed poet, Carl Sandburg, speaks to the audience at Temple Beth-El memorial service last night. He also entertained with his guitar and sa
—Staff

Two Distinguished Visitors

Sandburg and Murrow Captivate Audience

By TED HOLMBERG

Two men who have almost become institutions in this country were in Providence last night and they brought with them a breath of freshness, vitality and honesty which has characterized their work and their lives.

One was a tall, lanky white haired gentleman with a guitar. His name is Carl Sandburg.

The second is an equally tall and equally lanky television news commentator and personality with a voice that is among the best known in this country. His name is Edward Roscoe Murrow.

The friendship between these two men and a third, Fred W. Friendly, was reflected in their visit to this city to pay a memorial tribute to Mr. Friendly's late mother, Mrs. Therese Wachenheimer of Providence.

But if these men are almost institutions, they bear their responsibilities with a charm, grace and humility that is reflected in their words and their actions.

It is hard to realize now that this Carl Sandburg, this epitome of poetry in this nation, was once ridiculed for his efforts by the critics of America.

For it was in March of 1914 that "Chicago" came out and this poet of the prairie and of the people became known.

"Hog Butcher for the World
Tool maker, Stacker of
Wheat,"

the poem began and its plain words startled the literateurs.

Mr. Sandburg has not changed much in the years. His voice, a sweet baritone is still steady as he sings the folk songs of the people while he strums his guitar. It is somewhat weaker but some concessions must be made at 79.

If the voice is weaker, the will, the love for his fellow man and his hatred of sham and pretence in any form have diminished not one bit.

He raises goats in North Carolina now, this biographer of Lincoln, this singer, this writer of children's stories and adult's poetry.

"The curdles from goat's milk don't bounce against the stomach like those of cow's milk," he says with a twinkle in his eyes.

And you come to realize that it was natural for this man to write of Lincoln, the president of the people and the freer of slaves.

For Mr. Sandburg was a literary upstart. A newspaper reporter, a milk wagon driver, a harvest hand, house painter, dishwasher—what right did he have to write poetry or win a Pulitzer Prize?

And yet he sang of America's humanity and its heritage and its cities and plains and his song has become his country's song.

He will still lash out at men who think themselves above the people or at hypocrites or fakes.

"Educators in this country are talking gobbledegook" he will say," because they will not speak to the men and women of America in terms they can understand." He does not add, as poets have done.

And he will attack the "obscuranists" of poetry, the men who write in riddles for each other and the men he feels are fooling the people.

After the ceremony at Temple Beth El last night he was asked about Elvis Presley who also sings and carries a guitar and he responded with the frankness of a man who says what he believes and will not suffer the mixing of one thing with another.

"On an evening like this," said Mr. Sandburg, "Why do you even bring him up?"

There was a man sitting in the audience in front of me last night and he said, "That guy would be swell to be out with drinking or talking I'll bet."

On Edward R. Murrow's desk in New York is a picture of the poet inscribed:

Edward R. Murrow—reporter, historian, inquirer, actor, ponderer, seeker—Yrs., Carl Sandburg.

For Mr. Murrow too, is a man of the people. The son of a North Carolina sharecropper who later became a locomotive engineer in the state of Washington, he has won countless awards for his honesty and reliability in television and radio.

He worked as a lumberjack and truck driver to pay his way through school and was still a Phi Beta Kappa.

He met the poet when he and Mr. Friendly journeyed to Mr. Sandburg's home to film a "See It Now" show. They have been friends ever since.

Mr. Murrow, who was graduated from Washington State College, was president of the student body at his school and later became president of the National Student Federation.

He won three Emmy awards Saturday night for his television work but he felt compelled to speak his mind away from the medium last night when he lashed out at what he called "the abdication of power by the United States in the Middle East."

He felt that he could not on video express his own opinions because of the responsibility he feels he has in that medium.

"I cannot editorialize for CBS," he said. "But here I can express my opinions."

So these two men came to Providence last night to pay tribute to a woman that Mr. Murrow had met only once and Mr. Sandburg had never met at all.

They did it for Mr. Friendly who started as an announcer in Providence and has become co-producer and director of "See It Now."

They did it for a woman whose life is outlined in the organizations to which she belonged and often played a leading part in—the World Affairs Council, the League for the Hard of Hearing, the Rhode Island Committee on the Cause of War, to name just a few.

Mr. Sandburg read his poetry and prose and sang. His songs were filled with word pictures of the people he loves. Mr. Murrow spoke with conviction of something he believes in deeply. It was a night for integrity at Temple Beth El.

"The one good thing about our 'See It Now' show with you," said the commentator to the poet, "is that it will be around long after we are pushing up daisies."

"That'll be nice," said Mr. Sandburg.

Edward R. Murrow in Providence

EDWARD R. MURROW, CBS news-analyst, is undoubtedly the most traveled commentator on the air. His job, which first began in 1935, has taken him through the London blitz, to North Africa, Munich, and the coronation of King George VI. His latest venture was flying to Europe, to view and report first hand the Italian [illegible] Now he's home for a while—home being with his wife, Janet Huntington [illegible] old son, Charles Casey. When he's not reviewing the [illegible] course shooting a hole in one. He says.

Radio Album

MUTILATED PAGE (s)

Committee Is Polled On Ban Of Radio-TV

Poll of members of the House Un-American Activities Committee has revealed that the committee is willing to reconsider its ban of radio, television newsreels and recording gear from the committee hearings, Edward R. Murrow, CBS commentator, said in a broadcast Tuesday night. Murrow also took occasion to criticize the metropolitan press for

(Continued on Page 5)

Committee Is Polled On Ban Of Radio-TV

(Continued from Page 1)

ignoring the ban on their editorial pages.

Murrow said that a majority of the members of the committee reached on the telephone expressed a willingness to reconsider the ban. "So it seems highly probable that you will continue to receive radio, television and newsreel reports of the activities of the committee," he added.

Declaring that editorial apathy on the ban was widespread, Murrow said: "The Washington Post welcomed the decision. The Christian Science Monitor regards it as 'a very real step toward reform.'"

He pointed out that two influential New York newspapers made no editorial comment and that telephone calls to Philadelphia, Chicago, Minneapolis and San Francisco brought no information of significant editorial comment in those areas.

RADIO-TV DAILY
MAY 20, 1960

Murrow Lauds Editorials In WAGA-TV Interview

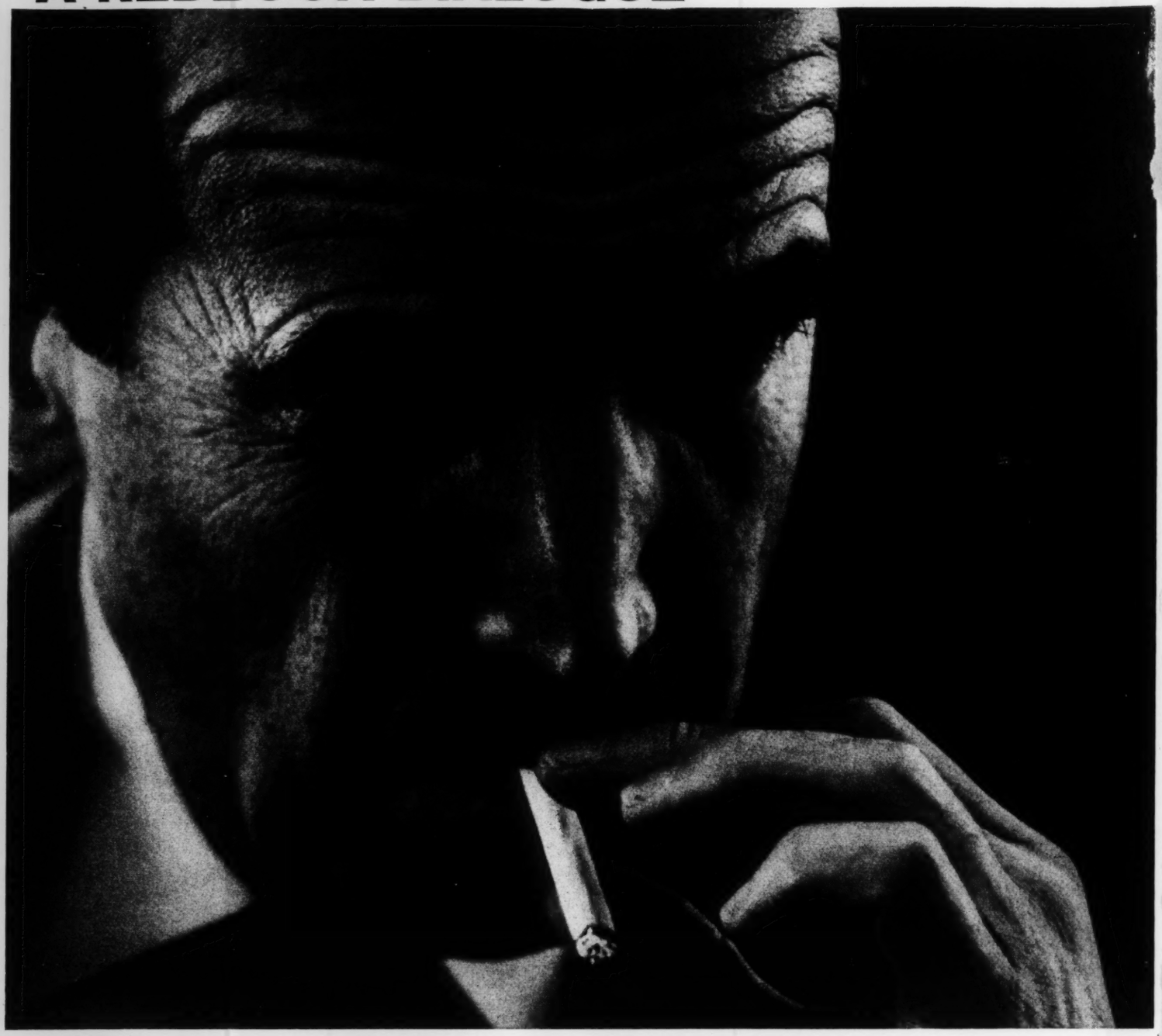
Atlanta—In his first live television appearance since his leave of absence from CBS and a round-the-world trip, Edward R. Murrow made some observations on TV editorializing, co-existence, the press and his upcoming CBS Reports: "Who Speaks for the South?"

Interviewed this week on Storer Station WAGA-TV's "Reporter's Notebook," Murrow said the station's new policy of editorializing is "a very encouraging development and I hope it grows by contagion." He added he would like to see some competition "between the individual stations . . . radio and television."

Discussing the responsibility of the press to the nation, Murrow said: "I don't think any of us have been doing our job adequately. I don't think it is enough to merely report the facts even though those facts be reported accurately. I think we haven't made a sufficient effort to make the news meaningful to the individual . . . we have simply been passing it out . . . not giving the public the consequences that may be expected to flow from the event."

Asked what is the gravest issue facing the people of America, he replied, "We must acquire our sense of purpose as a people . . . no people has ever been great unless greatness has been demanded by its leaders . . . this is the basic problem . . . to acquire our sense of mission."

A REDBOOK DIALOGUE



Edward R. Murrow: "One essential function of a woman is to deflate a man"

Edward R. Murrow, presently director of the United States Information Agency, is best known to radio and television audiences for his uncompromisingly honest reports on the state of the world and the nation. When Redbook introduced him to the beautiful German actress Maria Schell, Murrow was delighted to find himself talking to one of the most sensitive and perceptive conversationalists he had ever met. Here is a tape recording of what these two stimulating and outspoken people had to say about men and women, children and parents, husbands and wives, and the struggle of each human being to understand himself.

EDWARD R. MURROW: It's astonishing that we haven't met before, and I'm happy to have the opportunity today.

MARIA SCHELL: Thank you. I've been looking forward to talking to you too.

MR. MURROW: Just to start the conversation, I have a thesis I'd like to propose. As a result of wandering around the world, I've met a fair number of people whose names make headlines, and in most cases I think they had wives who were better men than they were. They had more strength ——

MISS SCHELL: The wives had more strength?

Maria Schell: "A woman, unlike a man, lives for her image of love"

MR. MURROW: Yes, the wives. I'll be specific. Mrs. Truman, Lady Churchill, Mrs. Roosevelt—I would regard all three as being better men than their husbands.

MISS SCHELL: You astound me. Mrs. Truman had more iron than Harry Truman?

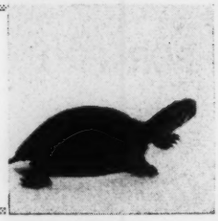
MR. MURROW: Absolutely. She was never in the public eye, but she was the one who ran the White House in quiet fashion and provided the steadying influence. The same thing with Lady Churchill. Here is this man—an early eighteenth century character who never dialed a telephone in his life, never turned on a radio, never traveled in the subway—and his wife was the one who provided the ground on which he stood. She is a very strong woman.

MISS SCHELL: But not in a dominating way—in a feminine way.

MR. MURROW: In a way I have never heard properly defined. And I can't define it, but I believe it to be true. Do you believe, by the way, that there's a basic difference between the male and female mind?

MISS SCHELL: Perhaps. I can believe that women are more intuitive in their way of understanding things. More intuitive, more instinctive, yet their understanding is no less valuable. At (Continued on page 92)

Children And Other Creatures



(Continued on page 43)

of the eggs. Through the years our eggs have yielded tadpoles, crayfish, salamanders and different kinds of fish, not to mention one unwelcome species that I will come to later.

Tadpoles hatch out (after a struggle) as wiggly dark specks, easy to keep, since they live mostly on the nourishment they absorb from their diminishing tails. Dime-size tadpoles grow to the size of a quarter over the summer and become next year's bullfrogs. Tinier ones become spring peepers or small tree toads. In an aquarium you can watch these transformations. A piece of lettuce to snuggle under and nibble on is all it takes to make them happy.

When you see a tadpole, almost a frog, at the surface of the water, breathing air for the first time, you are witnessing a re-enactment of the evolutionary process —from an early stage when all creatures breathed through gills to a later stage when the air-breathing lung developed. Keep books about this evolution near your aquarium.

A new frog will enjoy his watery existence in the aquarium if you give him a rock to crawl out on and insects or angleworms to catch with his long, sticky tongue. A toad, however, needs dry land.

Like the tadpoles, crayfish and salamanders struggle within the egg before they hatch; after spurts of twitching and resting the tiny creature finally bursts the delicate egg membrane and floats to the sand floor of the aquarium.

One time, to our astonishment, some newly hatched unknowns floated up instead of down, and there on the surface of the water they unfolded fragile mosquito wings! These eggs went swiftly down the drain, except for a few we watched in a saucer with a magnifying glass. They lingered just a moment for their wings to dry and then took off. Unlike baby birds, they needed no practice to learn how to fly. They knew!

To gather ready-made creatures for the aquarium we have a collecting picnic in the summer. It goes like this. You take along some buckets, and a gunny sack split down one seam to make a net. Two people drag the net along the bottom and under the banks of streams or ponds. You are bound to catch something. Most of our country streams in an hour of seining will yield more creatures than you can use in a dozen aquariums. We have come home from such picnics with buckets of small fish, crayfish, salamanders, frogs and turtles.

Our hobby forcefully demonstrates nature's cruelty, a by-product of the law of survival. If left to his own inclinations, the predatory crayfish soon does away with the stodgy salamander, grasping him with three pairs of front appendages and devouring him. An unwary fish is likewise prey. To preserve our creatures from each other we have two tanks. Crayfish, baby turtles and fish can live together, thriving on canned dog food or hamburger, which they attack voraciously. In another tank, in a land-and-water habitat, we house toads, salamanders, tadpoles and frogs. Insects and angleworms are their preferred diet.

At the end of the summer we take the creatures, except for the toads, and bid them farewell at the pond in the park.

Then we make a terrarium by replanting the tank with ferns, moss and baby trees and put the toads in for the winter. A "sunken pool"—a jar top embedded in the moss—provides their water. We poke peashooter peas into the sod, and they sprout up here and there with long, pale trunks and leafy tops. Warmed by the sun in the boys' room and kept moist with daily sprinkling, our terrarium thrives.

And how its inhabitants accumulate! The green chameleon climbs upon a piece of bark and turns brown. Six inches of baby garter snake weave their way among the stones and dangle from a tree. Fence lizards, blue-jowled and crusted like small dinosaurs, make themselves at home. Each species has its own response to the hands that come with angleworms. Over the winter toads the size of an acorn fatten up to walnut size on this diet, kept handy in a bucket of dirt. Only the chameleon needs a special food—mealworms, one dollar a hundred, ordered by mail.

The children all share in the feeding, propping themselves up with chins on fists to watch the live drama behind the glass walls. There are many funny moments—the toad who snaps up a proffered shoelace and spits it out or the competition between two mouths after one worm. Once the creatures feel that they are safe, everything that moves attracts them, and they become responsive pets.

Here are the observations of Howard, now in sixth grade, handed in as a theme on the habits of his terrarium pets:

"Toads look dignified. They use their tongues to catch insects. They use their hands to push worms in their mouths. They eat their own skin when they shed it.

"Salamanders look happy. They suck down their food, earthworms. They don't have tongues or any teeth.

"Chameleons keep a straight face. When I tap the glass they cock their heads to one side and stare at my finger. Chameleons bite mealworms right at the head and shake vigorously. They chew their food before swallowing it. They like to jump. They move their eyeballs a lot.

"Fence lizzards look unhappy. They chew like chameleons. Their scales are like fur, except smoother, and sharper if you rub them the wrong way. They don't stare and they aren't active in captivity.

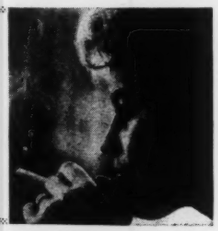
"Snakes have a mischivus grin and act like a king the way they crawl all over the others. Snakes hold on tightly to their food and strain their mussles to do it. (I know because I see how tense their tails are.) They swallow their food whole.

"I like my terrarium pets because they crawl on my hand without worrying."

If you've read this far, you're the type to bring out the jelly jar. I know you'll never regret it. . . . THE END

For further information about creatures and how to keep them, please see page 101.

Murrow And Schell



(Continued from page 47)

times they even get to the point more quickly.

Mr. Murrow: I wonder if this isn't a bit of mythology, just as it is mythology that women are bad drivers—in point of fact, statistics prove that they are better drivers. And I'm not sure that men aren't more intuitive than women. But women certainly think that *they* are the more intuitive.

Miss Schell: I'm not somebody who really knows a lot. I haven't worked in science or literature or politics, and yet I have an intuitive reaction to material in these fields which allows me to discuss a subject with, say, someone like you. You certainly know ninety per cent more than I do, yet I wouldn't be afraid to talk to you because once we got to the essence of a subject there would be something, some spontaneous reaction, which would hit the point.

Mr. Murrow: You're not very much afraid of anything, are you?

Miss Schell: Oh, my—do I sound conceited? The truth is, I think, that I'm not afraid of very much in the sense that I am prepared to accept myself as I am. But this is not pride. This is only the knowledge that I have nothing else to offer.

But you asked about basic differences between men and women where ideas are concerned. Don't you think that a woman, unlike a man, lives primarily for the image of love that she has?

Mr. Murrow: I think this must be true, because it seems to me that to be a mother is one of the most miserable occupations I have ever encountered. And I'm not talking about the pain of childbirth or anything like that. I'm talking about the drudgery that most women must endure, the worrying they do about their children's health, about coming home late when they're in their teens and out with the crowd, this sort of thing. And then in most cases—certainly in mine—the children grow up and they go off somewhere and forget to write and forget to demonstrate any of the emotions the mother has earned.

Miss Schell: My mother said that the only thing that is really your own—more than your husband, more than your home, more than anything you can buy—is your child. And the thing that you possess

most, you lose completely. Which, I think, is what you were saying.

But I didn't mean the child, which is of course the result of every image of love. But women have a very strong image of love, a need to give to those they love, to work for those they love and to long for fulfillment. And it's in the longing and striving and even the suffering that love exists. Because when a woman *achieves* that fulfillment, she is unhappy.

Mr. Murrow: I never thought of it that way before.

Miss Schell: I think too that a man wants to be challenged by a woman. I'm being very personal now, but I remember that once I was complaining to my husband that he hadn't been paying enough attention to me, and he said, "Whenever I turn around, you're here. You give me no chance to come after you." You know?

Mr. Murrow: Yes.

Miss Schell: A man wants to *get* a woman. This, I think, is as basic as the earth, that the male runs after the female. And if the female runs too much and the man can't get her, it's wrong; and if she stays too close to the male so that he can have her all the time, it's wrong too. She has to keep just the right distance between them.

Mr. Murrow: I think another essential function of a woman is to deflate a man upon occasion. When the war began in Korea, for example, my wife was in the country. As I drove out I wondered how I would break the news to her that I was planning to go to Korea. I was going to make a speech, explaining that since I had spent most of my adult life reporting wars of one kind or another, I felt an obligation to go once again. It was a lovely speech that I planned.

When I arrived there was a fire in the fireplace and my wife poured me a drink. I was only about a third of the way through my well-planned speech—I hadn't really got to any climax yet—when she broke in. "Your uniforms," she said, "came back from the cleaners yesterday."

A woman, you see, can be very useful.

Miss Schell *(laughing):* Could we say —indispensable?

Mr. Murrow: I'm curious about how you handle the problem of privacy. You're an actress and people keep letting you know it. You've lost your anonymity. And in this country, I think, many people have given up fighting for the right to privacy, which is deplorable.

Miss Schell: I have always had a strong reluctance to unveil my privacy, even in a discussion like this one today. But I have come to understand that in today's world, if you are an actress whose livelihood depends on the public's interest, you must live part of your life with the public and you must do it as best you can.

The pity is, of course, that when you really want privacy you cannot have it. I tried to be married quietly. We wanted it secret and personal, just our families. We chose the church a month ahead; nobody knew where. We wanted the ceremony to be secret and personal, with just our families. One very important magazine asked us to tell them where because they were coming out a few days after the ceremony and wanted to have the information so that their account would be accurate. We told them in good faith. When I arrived at the church there were hundreds of cars. My veil was torn to pieces, and we had to enter through the sacristy. In the church reporters battled each other. And there was the priest and my husband and myself, three pairs of eyes looking desperately at one another, trying to make this a meaningful moment for ourselves.

I had always dreamed of leaving the church in a white bridal gown, holding my husband by the arm. But when we turned, the crowd had burst into the church and we had to face those people. My husband took my hand and said, "Let's go." And we hardly could get through. They were so close the photographers couldn't take any pictures.

Now I have reached the point where I say I will do what I can, willingly, with taste. And if in my profession I meet people who try to understand, people with whom I can safely share my thinking and feeling, then my willingness to be open with them is not for nothing. I find that if you are willing to make the effort to break through and communicate deeply and truthfully, it can be done—although it seems more difficult to achieve such friendship here than in Europe.

Mr. Murrow: I think there are really three categories of friends. The first kind is the person you enjoy being with when you're on an even keel. In the second category is the person you want to be with when you're feeling joyous. And the third—the more important and restricted category—includes the person you turn to when you're "down," when you're in trouble. When you know someone who fits in all three, that's a great and rare thing.

Miss Schell: My brother Maximilian is to me a friend of that kind. But the feeling has nothing to do with being brother and sister, because with my other brother and sister I don't have the same relationship. You're lucky if you find in the person who happens to be your brother an exceptional human being with whom you can share your deepest feelings.

Mr. Murrow: I have two older brothers, but we've seen very little of each other. We turned up at my parents' fiftieth wedding anniversary, and while we sat around the table we figured out that all three of us hadn't been together in thirty-five years. The situation is entirely different for my son Casey. He has no brothers or sisters. I've never discussed the matter with him, but he seems to be moderately well adjusted. He's a— You see, you can't do very much with a boy. The Earl of Chesterfield was right, I think, when he said that a father can teach his son to ride, to shoot, to fish and to try to tell the truth. Beyond that you can't transfer much.

Miss Schell: But this is a great deal—to teach him to tell the truth.

Mr. Murrow: Yes.

Miss Schell: But it's true that you can't transfer experience.

Mr. Murrow: He's only fifteen. I'm sure he can be taught nothing about women, for example, by anyone. This he must learn himself.

Miss Schell *(laughing):* Oh, yes!

Mr. Murrow: When we have an after-

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noon together we shoot or fish, and we argue about books. That's the one area in which he is completely free financially—he can buy any book he will read. There is no limit. At the moment he's on biography.

Miss Schell: I should imagine that for a boy it is very important to share his father's world at certain times.

Mr. Murrow: Last year he had one term in school in Switzerland, and then I picked him up at Christmastime and took him the rest of the way around the world. In Israel, for example, he became very excited about archeology, and this curiosity about antiquity is something I hope he'll retain.

Miss Schell: This must be good for your son—traveling with his father, being taken almost as an equal. I suppose it gives him the sense of being a man. In Europe, you see, children are generally treated as children for a much longer time than in this country.

Mr. Murrow: European parents are much less the hostages of their children. In this country the children dominate the family much more than they do in Europe.

Miss Schell: Yes, this is very, very different. At fifteen European boys and girls are still considered as children. Even at seventeen and eighteen—although lately I find the American teen-ager being a little imitated in Europe by young people fighting for their "teen-age rights."

I do find it regrettable, however, that in America many children are somehow pushed into growing up before their bodies and their spirits are prepared for it or require it. I was with a friend one night when she delivered her twelve-year old daughter to school for a dance. The girl was dressed like a young lady; her hair had been done by the hairdresser. As she left the car her mother handed her something from her handbag, and I saw four other little girls hurrying over. "Why are they so excited?" I asked.

"She has my lipstick," said my friend. Then she explained that only thirteen-year-olds were officially allowed to wear lipstick during the day, but the eleven- and twelve-year-olds could use it for the dance in order not to be embarrassed. Embarrassed at eleven or twelve because they weren't wearing lipstick!

Afterward we went to collect this little girl, and at the dance I saw these youngsters—little boys dressed like men in long trousers and jackets, and girls dressed like their mothers—dancing rock-'n'-roll and jitterbug, and their little bodies were making movements that actually are made for a different purpose.

Mr. Murrow: In what way?

Miss Schell: Those movements, when we dance, grow out of a need to express something with your body when your body starts to get restless. This is the sense of dancing—when your body starts to want something. But these children were dancing—trying to imitate movements that they saw among the older boys and girls—and the movements had no meaning. Somehow I felt sorry, because I know that all this will come for these children, but it should come in its own time. They shouldn't be in such a hurry to do something they don't understand.

Mr. Murrow: And sometimes it's the parents who push them ahead too fast.

Miss Schell: When I was a girl everything that concerned love was forbidden and off limits. And because it was something you were not permitted to do, when you held hands for the first time it was terribly exciting. We used to stick love letters underneath a park bench with a little tack, and the boy would come half an hour later to get it. The secrecy made life exhilarating. The more you must struggle for something, you know, the more you enjoy it. Here in America, where you can find twelve-year-old girls who have steady dates, romance must become a routine part of life much too soon. It seems a pity, and I often wonder why it is that way.

Mr. Murrow: I think part of what we do to our children is the result of our fondness for speed, speed in almost all things, in moving from this moment to the next, from this place to that——

Miss Schell: To arrive, arrive, arrive!

Mr. Murrow: We rush them. I remember seeing one report on my son when he was twelve—or eleven, I guess—and I was infuriated because the report indicated that he was immature. And I said to my wife, "By God, I hope so!"

Miss Schell *(laughing):* Yes, what else should he be at eleven or twelve or even thirteen?

Mr. Murrow: Certainly.

Miss Schell: This is very personal and perhaps an entirely wrong opinion, but it seems to me that since this country has grown in such a short time and since everybody coming to this country as an immigrant had to succeed in order to survive, success became the most important thing.

Mr. Murrow: That's true.

Miss Schell: Here you are brought up with the ideal that you *must* be successful in life. You have to be successful as a woman, which means you have to be attractive. You have to be successful in being wanted; this means you have to be successful in sex. You have to be successful in conversation, in making money, in every imaginable way. And I have the feeling that one of the reasons why people today try so hard to be successful, although for them success is no longer necessary for survival as it was for the immigrants, is because they are told that if they do this and achieve that, they will be happy. So they strive for success and they gain it . . .

Mr. Murrow: And it's an empty victory.

Miss Schell: . . . and they discover their inner needs have not been satisfied. And therefore I think there are two possibilities: Either you understand your inner needs first and find answers for them, or else you find answers outside yourself and try to make them fit your needs—telling yourself, "If I am more attractive, if I stay young, if I am more successful, then I will be happy." But this image of life doesn't permit things like death. For instance, one of the most striking things to me is that you rarely hear anyone say that somebody "died"——

Mr. Murrow: He "passed on."

Miss Schell: You say, "He passed away," or, "He has gone."

Mr. Murrow: He "was taken."

Miss Schell: Yes. And in mortuaries they put make-up on dead people in order to let them look as alive as possible. They try to deny the fact that death is here and that death is something—the most important thing—that will happen to all of us.

Mr. Murrow: I found a curious reflection of this last year, traveling around the world. On a number of occasions I heard American women talking—mostly widows traveling during the off season—and since I'm a sort of unconscious eavesdropper, I listened in on their conversations. They were well-dressed women whose husbands, I assumed, had killed themselves working too hard to buy "the little woman" a mink coat or a new car or what-not. And I heard these widows use the phrase, "before I lost Harry," or, "before I lost Charlie," with about the same emotion they might have used in saying "before I lost my diamond pin."

Mr. Murrow: I wonder how you'll feel about another thesis of mine. Many times I have been with people who have achieved varying degrees of success in their chosen disciplines, and I have asked them—preferably late at night, near the bottom of the bottle—to tell me who exercised the controlling influence on their lives. About ninety-five per cent of the time they did not mention their parents. It has been a teacher; the fortunate ones, two teachers, perhaps. In my case, the experience that had the deepest impact on me occurred after Hitler came to power and I returned to the United States. Six of us set up a committee, and in the course of the next three years we brought to this country about ninety of the best minds in Germany, the university scholars—Jews, socialists, liberals. I had a small apartment on Third Avenue in New York at the time, and I had a sort of revolving seminar with those German scholars. This was really the only good education I ever got. And it came from experience with these men.

Miss Schell: But I wonder whether you weren't conditioned earlier so that you could even accept that experience. And isn't that the family influence?

Mr. Murrow: I was never conscious of it.

Miss Schell: We're not conscious of it, but I'm inclined to think that from the time we are ten years old until we're eighteen or nineteen, we become conditioned to whatever we will achieve later. This is our foundation. And therefore I believe that parents have a very strong influence. Whether they make their influence felt by opposing the child's desires or by agreeing with them, this is another matter. But one way or another the child responds to his parents, and thus the foundation is formed.

Mr. Murrow: I am not sure.

Miss Schell: Let's say my mother is very Bohemian—I'm being quite realistic now—and all her life she has struggled to be tidy. But she couldn't be really tidy, not in the home she gave us. So my mother hasn't given me the habit of tidiness, and yet I am the tidiest person in the world just as a reflex to my mother's lack of tidiness. I can't be happy unless my drawers are all neat and orderly!

Mr. Murrow: Oh?

Miss Schell: My father has given me a lot of opposition. He loved me very much, but he had no confidence in my abilities. It took me until I was twenty-eight years old to overcome the need to prove everything to him, to prove what I

could accomplish. Yet I would say that my father not only gave me the feeling that I had to keep proving myself to him, but he also gave me the strength for the drive to do it. Hasn't anything like that happened to you?

Mr. Murrow: I don't know. My father was a big man, powerful, tough—not at all reflective. He was simple and direct. Until late in his life he was a locomotive engineer, and when asked how he was he always replied that he was "still on the rails and on the payroll." He was a fearless man, too.

Miss Schell: A fearless man . . . I think maybe this is an essential thing.

Mr. Murrow: You can dig further and more fruitfully into your background and the formative processes than I can, you see. I can't retrace my steps back into the past. One exception, perhaps, may be my fondness for accuracy. I can pinpoint that, I think. One of the proudest days of my life occurred when I was running compass for a timber cruiser, and——

Miss Schell: Excuse me?

Mr. Murrow: A timber cruiser is a man who surveys a forest and makes estimates of the amount of timber that will be produced in that area. A lot of this country has never been mapped . . .

Miss Schell: Really!

Mr. Murrow: . . . and you map it from one section corner to another, which is a mile. My job was to gauge this distance just by pacing it. The country was very rough, but accuracy was important because my chief was making a map. I was helping him. And the first time I paced a mile—down into streams, over hills—I hit the section corner within fifty feet of where I had said it would be. It gave me a great sense of achievement because it was something I'd done completely by myself.

Miss Schell: By yourself—this, I think, is the important thing. I believe that there is within us a center that remains unchangeable, and that this is the real person. This center of ourselves isn't dependent on circumstances. Yet it responds to those circumstances, it lives with them, and it draws on them and develops. But there still exists this self that is independent.

Mr. Murrow *(with a grin):* You know, you express yourself better than I do, which seems almost indecent when you realize this is supposed to be my job!

Miss Schell *(laughing):* Oh, no! No, no —it's only that— Well, I was brought up in a family where this kind of thinking always went on. My father is a writer, my mother is an actress, and so I was brought up right from the beginning to seek essential inner meanings. And I go on that way now. Besides, my profession consists of trying to understand what happens within human beings, and so I'm always watching myself, watching the functioning of this inner self.

Mr. Murrow: I know a lot of people in your profession and you're not at all typical!

Miss Schell: Then maybe I'm not an actress.

Mr. Murrow: One thing that sets us aside from Europeans, I think, is that it has been so long since this country has faced any really harsh reality. In the last two wars we had—compared to other countries—minor casualties. We had unimportant shortages. We had complete security. We had an expanding industrial plant. And we had vicarious excitement. In this sense I think Toynbee is right when he says that one of our built-in difficulties is that it has been so long since the United States has truly suffered.

Miss Schell: When you reduce the pattern of life to absolute zero you come back to the essentials, to the inner meaning of life. If you listen to people in Germany today—and I am putting aside all political considerations, all discussion of guilt or whatever—but if you hear them remember what life was like during the war years, you will see their eyes shine. Because they were all together; they had to help one another. I remember one incident some people told me about—when they stood outside a bombed house for two weeks, waiting for a piano on the sixth floor to fall down so that they would have wood for a fire that would make a room warm and permit them to come together as human beings. And today? In some ways they regret the fact that they have gone back into the well-to-do state that separates them from one another.

Mr. Murrow: That word you just used—"fire"—reminds me of the way the same word has different meanings for a European and an American. To anyone who has seen an entire city consumed by flames the word "fire" says something quite different from what it says to someone who has seen only a bonfire or a fire in the hearth.

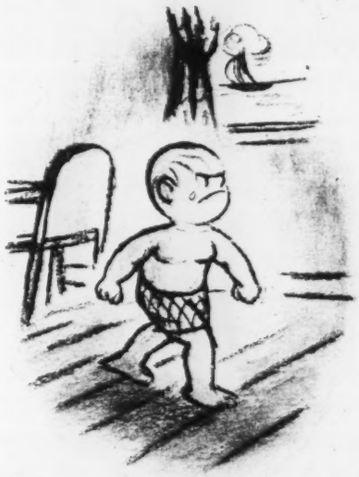
Miss Schell: Oh, God, you are so right!

Mr. Murrow: Part of the community of spirit that you find in Europe today can best be explained by the phrase an English writer once used when he said that "danger shared is affection deepened."

Miss Schell: You could even see something of the same kind happening here in New York last winter during the big snowstorm. Here is a city that lives in a constant state of excitement, where everything is important and every moment matters. And all of a sudden snow falls down—just little flakes of snow—and the whole city goes lame. Then people change, because they cannot do the things they thought were so important, and now they are on a different level. Strangers help one another with their cars, even waiters talk to you differently—because all of a sudden you are human beings together. And this is the uniting experience. Experience cannot be communicated, it can only be shared. It's why a father cannot give it to his son.

Mr. Murrow: I remember arguing with friends of mine in England during the late days of the war. They were all denouncing collaboration. But no one is in a position to denounce a degree of collaboration—or the compromising of any principle—unless he has faced the same problem. If your country is occupied and you must collaborate in order to get essential drugs for your child, would you collaborate or wouldn't you? Nobody knows who hasn't faced the situation. This is the difference between intelligence and experience, between thinking about something and enduring it. And there is no substitute for that. . . . THE END

Boy Overboard



REDBOOK

Also, the Day to Count Our Blessings

Washington Calling

By MARQUIS CHILDS

DENVER—The odds against President Truman in the coming election are nowhere better illustrated than in the Rocky Mountain and Pacific Coast areas. Of the 11 States in this region informed political observers concede the Democratic ticket a fighting chance in only five.

In only one of these, Arizona, is the President assured of a reasonable chance for victory. The five are thinly populated and count for little in the election scales.

On the Pacific coast the Dewey-Warren ticket almost certainly will score a clean sweep. Oregon is now considered to be even more thoroughly Republican than Maine and Vermont. In neighboring Washington Democratic Governor Mon C. Wallgreen is reported to have been paying more attention to the private interests of himself and his friends than to partisan party politics, and the State is expected to go Republican.

The personal popularity of Gov. Earl Warren and a relatively strong Wallace movement will swing California's 25 electoral votes securely into the Republican column. In the Mountain region four additional States—Idaho, Nevada, Wyoming, and Colorado—will swell the GOP total.

* * *

Paradoxically, some States are expected to send Democrats to Congress while awarding their electoral votes to Dewey. A good example is Colorado. In this Mountain State all unbiased observers foresee a substantial Republican majority. At the same time, however, forecasters predict that Democratic Governor Lee Knous will be returned to office. Senator Ed C. Johnson and Representative John A. Carroll, one of the most courageous men in Congress, are also considered a better-than-even chance for re-election on the Democratic slate.

In the uncertain bracket are New Mexico, Utah, and Montana. But even here the Truman-Barkley team has only an outside chance of winning. Their hope depends largely on the pulling power of strong Democratic candidates.

Optimistic Democrats in Utah feel that the State might be carried behind the efficient organization of Gov. Herbert B. Maw, who is running for re-election to a third term. Maw has, however, lost in personal popularity.

In New Mexico former Secretary of Agriculture Clinton P. Anderson is reported to have a slight edge over hot-headed Patrick J. Hurley, our wartime ambassador to China, for the Senate. Anderson's popularity could conceivably swing his State for the Democratic national ticket.

Popular Senator James E. Murray, up for re-eletion in Montana, is aided by all-out labor support. He might help swing that State to Truman. Republicans, however, are prepared to spend large sums to defeat Murray.

* * *

Another strong Democratic senatorial candidate is Wyoming's able Governor and powerful vote-getter, Lester C. Hunt. Running against the present incumbent, genial Senator Edward V. Robertson, a wealthy cattleman who is among the small minority of large-scale ranchers opposing present conservation practices on public lands. Hunt is confident of winning. The Democrats, however, will have to work miracles to garner Wyoming's three electoral votes.

Completing the list, Arizona, with four electoral votes, offers the Democrats their only cause for optimism. Consistently Democratic, this State frequently has been classified with the Solid South.

With a total of 71 electoral votes at stake in this region, only 19 are conceded to the Democrats by the most generous estimates. Only Arizona's four votes may actually fall to Truman, and even here there are doubts at this stage before the campaign has warmed up.

In the national total of 531 the 71 electoral votes of this region do not loom large. But as an indicator of the prevailing political winds they are highly significant. And in another important respect these States may play a crucial role. While the outcome of the presidential race at this time seems overwhelming Republican, strong Democratic congressional candidates in many States jeopardize Republican control of the Senate.

The victory for Dewey might be ironic, indeed. He might win the highest office in the land and yet, under our system of divided powers, find himself in the same position as Truman since 1946; that is to say, unable to carry out any feature of a domestic program.

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NEW YORK DAY BY DAY

Released by McNaught Syndicate, Inc.

CHARLES B. DRISCOLL

NEW YORK—Diary: Labor Day New York is a bit less red this ear than it was during the long eign of our late Commander-in-hief. Communists have been reused permits to demonstrtae in everal sectors of the city, and Commie demonstrations, outside f Harlem and Brooklyn, will be ew. Imminent danger of war has mpressed sensible Americans with he idea, easy enough to grasp, hat these enemies of America hould be in prison, deported, or hot as traitors, instead of being rotected by police while demonstrating their loyalty to Stalin.

And shifting about of populations goes on at our house, as ever. Pat has gone back to Iowa, after exactly a month's stay with us, and in Dubuque will proceed with packing in preparation for the move to Las Cruces, N. M., where her husband will be in forestry school.

Mary and John McKee, with their two daughters, spent a week with us, are now at a McKee summer place in Mystic, Conn., and will visit us briefly again before leaving for John's last semester at the University of Iowa.

Grandma Peterson, called Granma-Geety by the children, fell into a decline as the young people departed, and doesn't look as well as she did. She lives with and for the young folk, and especially her great-grandchildren, and is lonely without them.

So she wants to take my wife back to St. Paul for a visit with relatives there, including, of course, many grandchildren.

I have always claimed that you couldn't toss a brick into Seventh avenue at the noon hour without hitting a labor politician.

The thesis was tragically proved recently when a workman on the 14th floor of a garment factory building accidentally dropped a hot pressing iron weighing 16 pounds, out of an open window near his work table.

The iron hit and instantly killed a labor politician. No offense meant on the part of the workman.

During the noon hour Seventh Ave., from about 39th St. to 42nd St., is crowded from building to building line, including all of the street that is supposed to be for wheel traffic, with strolling garment workers and the politicians who work the workers. They walk at the slowest possible pace, while conversing in various foreign languages. Groups of three to 300 stand still and talk, when they get tired of strolling.

SIDE GLANCES

By Galbraith

"Isn't my face a fright? Just as I told Marie at the beauty shop—you can't buy anything that's right nowadays!"

This Morning

By JOHN TEMPLE GRAVES

"Eftsoons they heard a most melodious sound . . ."

* * *

The Heaviside Layer and the wide world to which it bounces radio waves heard Wednesday evening what we of the South identified as a rare and most melodious sound. It was famed Edward R. ("This is London") Murrow, of Columbia Broadcasting Co., speaking to his mighty Nation-wide audience from Birmingham, speaking tolerantly, understandingly, penetratingly, of this area's conduct and viewpoint as Henry Wallace passed and of our deep conviction that we must be let alone in solution of our problem. Without overlooking many things undone, he told of things we are achieving for ourselves, white and black. Without needing to get himself sunburned and pass for anything but an honest man, he found much to praise.

* * *

Every word was worth its gold-weight to a region whose heaviest of many sins is the sin of not getting its case across to the nation. Can it be that our hope of getting it across is through gentle outsiders like Ed Murrow? Certainly it is not put by those of our own people who are usually selected by outsiders to tell the story and who think it their part to return the compliment by confessing more than they disprove.

* * *

Russell Long's victory in Louisiana is partly dynastic urge, it would seem, but partly, too, another success for the famous technique of taxing and taxing to spend and spend and elect and elect. Uncle Earl, with Russell's aid and advice, has taxed Louisianians an additional $80,000,000. With the money he has inaugurated services, institutions and handouts which win the family the votes it needs when election days come.

* * *

Those North Carolinians who made out unfairly that the States Rights mass meeting in Birmingham last July was all Claghorn, clamor, cheapsterism and claptrap must be blushing as the Nation is told how the per capita of unruly eggs thrown at Henry Wallace in their State exceeded that in Alabama by hundreds of per cents. Perhaps they will grant our historic right to wave a Confederate Flag and sing "Dixie" now that it is embarrassingly proved for them that human nature is human even in Durham, Burlington, Greensboro, Charlotte and shining Winston-Salem.

* * *

As President, Mr. Truman did well to lecture North Carolina on its treatment of Mr. Wallace. But the lecture came well from Mr. Truman, the individual whose politics-playing with Southern misery on the race question created the inflammation Mr. Wallace was exploiting.

* * *

Into every politician's life some eggs and tomatoes must fall. Be sorry for Mr. Wallace, but not too sorry. It was all immensely worth his while. Think what a hero he will be when he gets back to Madison Square Garden.

Mr. Wallace helped himself but I think he also helped the States Rights ticket. His reception in North Carolina told upper South politicians that their people are not so far removed from deep Southerners after all. And he focused southwide attention and feeling on the dream world in which outsiders live when they picture the South.

* * *

Immortal in that dreaming should be his reported comments at Greensboro, N. C., after being egged and tomato-ed there.

His Messiah complex oozing with the eggs, he said: "The faces I have seen distorted by hatred are of people for whom I have in my heart profound compassion, because most of them have not enough to eat."

The laughter which greeted this was sincere. They may be people in North Carolina who don't have enough to eat even in times of farm and factory prosperity, but they were not those Greensboro people.

* * *

Chairman McGrath, of the total-state wing of the Democratic Party, says Southerners can't be in the party if they support Thurmond and Wright. There are two answers to that. One is—Says who! The other is—So what!

JUST FOLKS

EDGAR A. GUEST

ALONE

All this I've learned: how sweet
it was to hear
A glad "Hello!" when home I
came again
And just the spoken words: "Is
that you, dear?
I thought it was your footstep
drawing near."
And, "Did you manage to
escape the rain?
I hoped within the office you'd
remain.
Always when comes a storm I
seem to fear
You may not be where shelter
you can gain."

So light and gay her greeting
seemed to me,
I never thought in memory
'twould glow;
That all she said would long
remembered be,
And I should ache to hear that
glad "Hello!"
But now, within an empty house
I stay,
With none to care or ask: "How
went the day?"

Publicity.
(abb mu m)

I Call On Edward R. Murrow

By PETE MARTIN

TV's noted interviewer faces an interview himself, and tells a Post editor how he persuades the famous to let his cameras invade their private lives.

Marilyn Monroe's first TV appearance was on Person to Person. It took her five hours to prepare her make-up.

I didn't like the way my interview with Edward R. Murrow was shaping up and I told him so. I said, "When your co-producers, John Aaron and Jesse Zousmer, sent me a list of thirty-five questions and suggested that I put them to you, I thought, *If my questions and answers are both going to be handled by your staff, I might as well let you interview yourself.*"

A week before, Aaron and Zousmer had had a talk with me. When I'd told them that it was my habit to use a tape recorder rather than a notebook and pencil, they had seemed unpleasantly startled. "We'll be happy to have a C.B.S. sound technician sit behind a soundproof glass wall and tape-record your interview for you," they suggested. "In addition, we'll have our own typist type the words from your tape. Then we'll look it over to make sure she has made no mistakes and send you a copy."

I realize now that I had been overtouchy, and too quick to jump to a conclusion, but I'd gotten the general idea that they thought I might take a "negative" point of view when I called on Murrow—"negative" being Madison Avenuese for "antagonistic." Nothing was further from my mind, but a little more of the implied censorship I had thought I was running into would have made me as "negative" as all get out.

Aaron and Zousmer sat with Ed Murrow and me now, ready to take part in my Murrow interview. We were seated around a table on a radio sound stage in the C.B.S. building on Madison Avenue. It had taken a certain amount of gall for me to mention that I thought I'd been spoon-fed the questions I was supposed to ask, but in my book the idea of a carefully screened interview was obnoxious.

When I mentioned the list of questions I'd been given, Murrow seemed surprised. I wasn't at all sure he knew about them, but if he was surprised he made a quick recovery. He said, in his deep, rich bass, "I am in your hands." And he pulled out a cigarette and lit it.

"The questions John and Jesse sent me were good questions," I told Murrow, "but I've got some of my own I'd like to ask you too."

"Go ahead," Murrow said. "I know what you mean. In the art of interviewing—if it is an art—questions have a tendency to flow from the preceding answers."

Perhaps I should add that once we began to talk, Aaron, Zousmer and Murrow couldn't have been more co-operative.

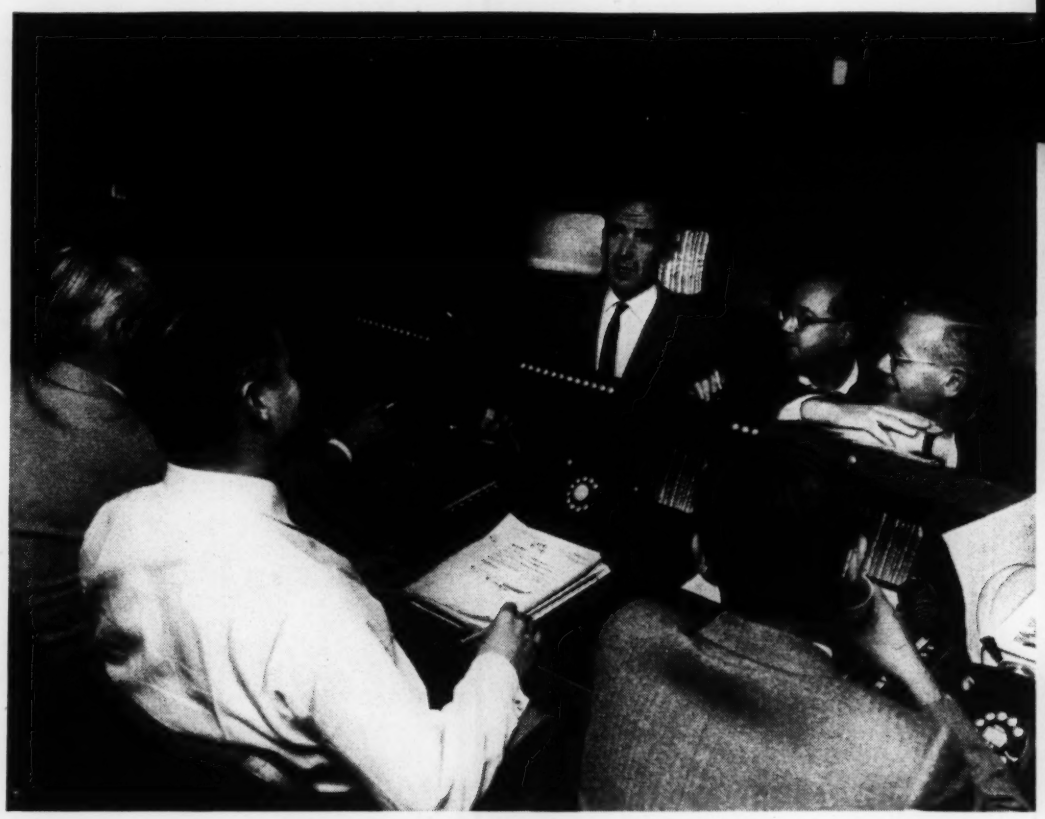
"Of the more than three hundred and fifty Person to Person TV interviews you've done," I asked Murrow, "which one did you find the most nerve-racking?"

"I've really choked up only once," he told me. "That was for about ten seconds when I was talking to the little French ballerina, Jeanmaire, on (Continued on Page 77)

Gypsy Rose Lee wore this "wireless mike" (under her clothing) on Murrow's program.

For three years the Duke and Duchess of Windsor spurned the show because they "had nothing to say." Murrow proved them wrong.

Mr. and Mrs. Billy Graham. Graham's fans asked Murrow to smoke less while the parson was on. Ed refused.



Murrow and his coproducers, John Aaron and Jesse Zousmer (facing camera). Each show features two celebrities. Aaron runs things at one location, Zousmer at the other.

All this TV gear went into the New York apartment of actress Julie Harris. Norman Rockwell balked at being interviewed; he didn't want this turmoil in his home.

Some of Murrow's guests have been disappointing. Murrow says, "Our first Person to Person show did not attract glowing reviews. One of the critics simply said, 'Murrow should have hung up.'"

I Call on Edward R. Murrow

(Continued from Page 32)

the air. During our conversation she ducked behind a screen to change into a ballet costume so she could demonstrate a step for me. She was tugging off her clothes and I was still talking to her, when I happened to look at the right-hand corner of the screen which concealed her. I saw something that threatened catastrophe; a power line had come loose during a rehearsal and suddenly it seemed to me that it was going to come loose again, knock that screen down, and the girl was going to stand there before millions of people as bare as the day she was born. It was the only time I ever felt something was about to happen on the air that I couldn't handle."

"Ed told us afterward that if we'd ended up with a naked French girl," Aaron put in, "he was going to say good night and good luck to the public, get up out of his chair and go quietly home."

Everyone smiled at the picture the anecdote conjured up. None of the three others said anything for a moment. I couldn't stand it. "Well, what happened?" I asked.

Murrow spread his arms in shrug. "Nothing," he said.

"Oh," I said with a falling inflection.

"Another tough problem I encountered was when there was a technical failure on one of our remotes thirty seconds before air time," Murrow told me, "and I had to switch to our other remote."

When I'd first heard the word "remote" I hadn't the slightest idea what it meant. Since then I had learned that a remote is a TV session which originates outside a studio. "You mean you had to switch the two halves of your show around?" I asked.

"I was all braced to interview a Hollywood actress," Murrow said. "Then, thirty seconds before air time, one of these two monkeys"—his eyes swiveled to Aaron and Zousmer, then turned back to me—"rushed up and said, 'We can't get Hollywood, so we're going to do the college professor first.' The professor was a scientific type, and I had to shift my mental gears. With things moving with the terrific speed they assume as air time approaches, it was one of the hardest things I've ever tried to do."

Zousmer said, "Ed does a bigger hat-changing job than anybody on TV."

"He means if I interview Tito," Murrow said, "I put on my Tito hat; then I take it off quickly and put on my cartoonist's hat or my actor's hat to interview a cartoonist or an actor. It's as if you were trying to write a piece on fallout, then a few minutes afterward beginning a series on Marilyn Monroe."

"The two things are not too different," I said. "Zousmer and Aaron told me you call your preshow preparation a co-ord," I added. "Tell me about a co-ord. Do you sit in the studio and talk to the people out there in their homes, and do they talk back to you? Can you get to know those people in a half hour or so?"

"Yes," Murrow said, "that's how we do it, but we don't have a half hour together during a co-ord. I have about fifteen minutes of chitchat with each person I visit before we take to the air. Our crew also uses that fifteen minutes for checking their camera positions and for lighting. During that time we go over what the person we're visiting is going to do at any given point. If we're visiting a woman we want to know whether she'll be walking from the kitchen to the dining room or out onto a balcony, and if so, when. We never rehearse our questions and answers. That way, although the person I'm visiting knows my general line of questioning, I don't know the answers I'll get."

"Has someone on your staff already talked to your personalities of the evening?" I asked.

"Yes," Murrow said. "However, once we're on the air, my policy of conducting myself as if I am physically a guest in their home limits my questioning. That makes it impossible for me to pry as deeply as some other interviewers do."

"I'd like to add something to that," Aaron said. "There have been occasions when the persons we are visiting are as jumpy as cats, but the moment they heard Ed's voice in the co-ord a psychological change seemed to take place in them. It's as if he were actually physically there, patting them reassuringly on the head."

"I know you have a huge screen in your studio on which you can see them," I said. "Do they have a screen on which they can see you?"

"Our guests have no monitors," Murrow said. "I can see them, but they can't see me. It's a one-way affair. We wire a little squawk box into each room of the homes we visit and my voice comes through those boxes."

"That was Ed's idea," Aaron said. "He had the feeling that the people we call on—particularly the women—would spend so much time watching themselves on the air and worrying about how their hair looks and whether their make-up is on right, they'd forget what they're supposed to talk about."

I said to Murrow, "They tell me that you sometimes turn to the wife of a man you're about to visit on the air and say, 'We may not bother with your husband at all. We may just concentrate on you,' and that you do this to inject a light note and loosen her up."

"I've done that several times when a wife is still tense and nervous after ten minutes or so of co-ord conversation," Murrow told me.

"When you said that to Mrs. Sid Caesar, I hear she was horror-struck," I said. "She was afraid you really meant it and it might bruise her husband's sensitive ego."

"I did alarm her, I'm afraid," Murrow said. "But by and large, on our program, females have saved a lot of males. I don't think either Richard Rodgers, who wrote the music for South Pacific, Oklahoma! and Carousel, or Sam Goldwyn would have agreed to go on our program if they hadn't known their wives were going to be on hand too. I sensed that both of them relied on their wives to support them, sustain them and even rescue them, if necessary. I take no credit for knowing that certain wives are towers of strength. Any perceptive person, after spending fifteen minutes with a man, knows the extent to which he relies upon the woman he's married.

"Then there's the other type," Murrow told me. "There's the guest who forgets his wife's name when he's introducing me to her on the air. We had one like that."

"Who was he?" I asked.

"He's a comedian," Murrow said, "and I won't mention his name. He's in enough trouble now, what with losing his sponsor."

"What about the successful man who marries when he's struggling upward; then outgrows his wife?" I asked.

"The way life usually works out, we have him on our show after he has outgrown her and he's married somebody else," Zousmer said.

None of us said anything for a few moments. I could see that I wasn't going to get any more fill-in on the story of what had happened at the Sid Caesar home when Murrow had tried his easing-up-the-wife stunt.

Changing the subject, Murrow told me, "I never see a kinescope of one of my shows."

"I doubt if you grasp the full meaning of what Ed just told you," Zousmer said, "since you're not in television, but I don't think there's anybody else in this business who can say, 'I've never seen a kinescope of my show.'"

"There's got to be a reason," I said.

"There is," Murrow said. "Each Monday, John, Jesse and the rest of my crew sit down and do a brutal post-mortem on what I've done the preceding Friday night. If I've done anything wrong timing-wise or movement-wise, they tell me about it Monday afternoon. They are my kinescopes. But to answer your question specifically: I've never looked at a kine for this simple reason: I do the best job I know how while I'm on, but it embarrasses me to look at myself on film or hear my own voice."

"Why?" I persisted. "I think my own voice is mush-mouthed, but I don't let it give me a mental block."

"All I can tell you," Murrow told me, "is that I'm an old-time reporter—I guess I always will be one—and if I have to watch myself on a screen I feel like a ham actor instead of a reporter. I had the same feeling about listening to playbacks of my voice on radio. I'm even embarrassed that being on TV has destroyed my anonymity and I'm recognized here and there."

"I don't get it," I said. "Do you suppose ham actors are embarrassed when they get jobs as reporters, if they ever do?"

"I can't explain it any better than I've already done," Murrow said. "Our biggest problem is putting our guests at their ease," he went on. "I try to make them feel they don't have to remember cues or think about moving from here to there. I tell them I'll take care of those things for them. Occasionally when we have people on Person to Person I don't know well, the question rises what should they call me. John and Jesse tell me that's usually one of the last things our guests ask before going on. Ordinarily they start calling me 'Mr. Murrow,' but often, without realizing it, in three or four minutes they change to 'Ed.'"

"Of all the people he's interviewed, Sophie Tucker is the only one who's called him 'Eddie,'" Aaron said.

"I hate being called 'Eddie,'" Murrow confessed. "But in her case it was all right. Sophie can call me anything she wants to."

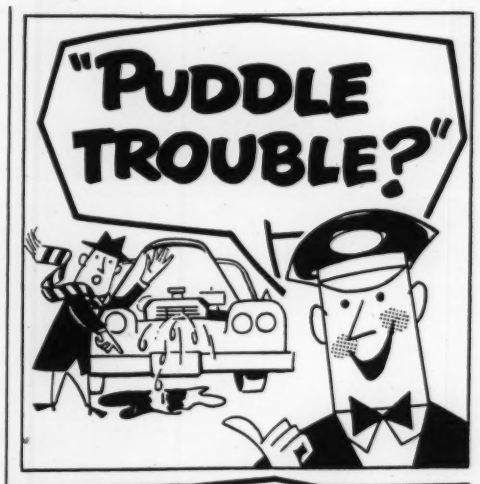
"I hear you have a theory that athletes are easiest to interview," I said.

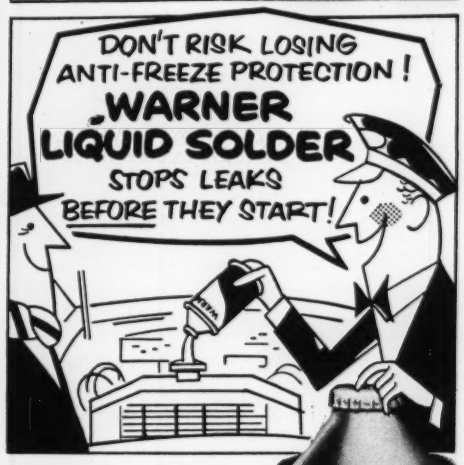
"They're so used to taking instructions from managers and coaches they're relaxed when you tell them what you want them to do," Murrow said. "When you say, 'At this point I'd like to have you get up and show your trophies to the audience,' they do it. A good example was Yogi Berra. I began our co-ord by talking with him and his two children. They were climbing all over him and Yogi was having trouble with them, and I said, 'I hope we're not making you sweat?' He looked the TV camera squarely in the eye and said, 'I ain't sweatin', Mr. Murrow. Why should I? Nobody's comin' in here with his spikes high.' Roy Campanella was the same. Rizzuto was good too."

"Relaxed and easy," Aaron said.

"What kind of mail do you get?" I asked.

"We don't get a tremendous volume," Murrow said, "and only a small amount





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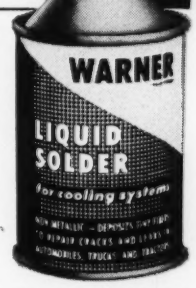

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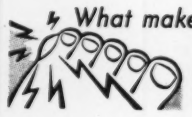

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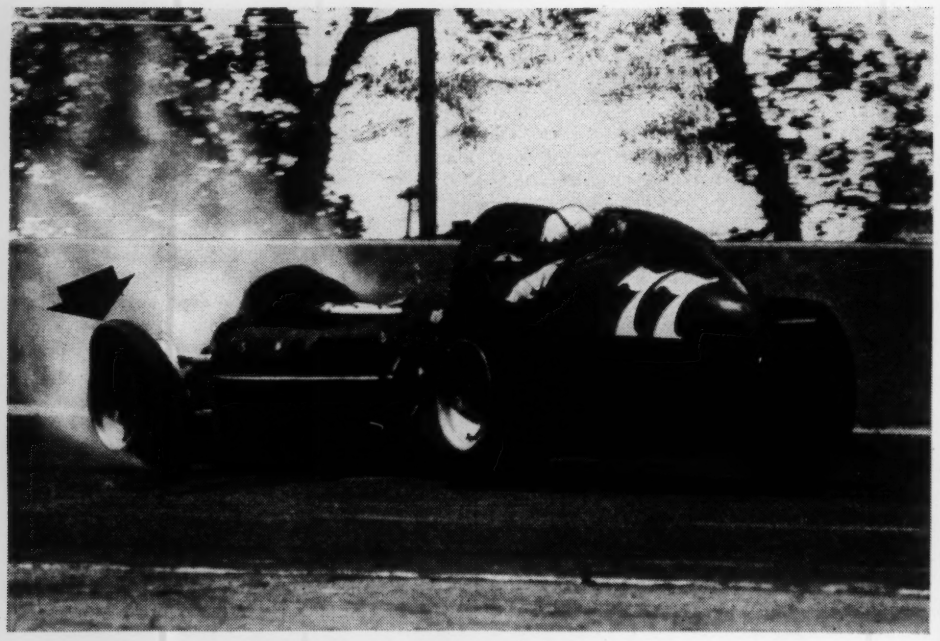

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of it is critical; and occasionally our mail reflects a changed attitude on the part of the viewers toward an individual. When we visited Mrs. Roosevelt, there was a fair amount of letters which said, in effect, 'We've never liked the Roosevelts, man, boy, child, woman, root, branch or dog, but this past Friday night Mrs. Roosevelt was a charming and likable elder citizeness. We have altered our opinion of her.'"

"Do you ever get personal criticism?" I asked.

"Some people think I smoke too much," Murrow told me. "I got my biggest anti-smoking mail the week before I interviewed Billy Graham. Most of it came from religious people who said, 'We don't ask you to give up smoking altogether, but we would appreciate it if, in deference to Billy, you wouldn't smoke quite so much while you're talking to him.'"

"John and Jesse told me you get a lot of the kind of mail which says, 'We have somebody in our home town we think you ought to visit.' Do you?"

"I do," Murrow told me. "But there's not much I can do about it because John and Jesse keep saying, 'You have to have names that are household words.' I think they're wrong and we have an endless amicable argument over that."

"We're not opposed to Ed's doing an important person who has an unknown occupation, such as a curator of a museum," Aaron told me. "We regard those people as only relatively unknown, but we can make out a case for not doing real unknowns who are anonymous except to their immediate circles of relatives, neighbors, employers and fellow employees."

"Last spring we did two men who are relatively unknown," Murrow said, "and even John and Jesse had to agree that it was one of our best shows. One of those two was A. C. Nielsen. He runs the Nielsen rating service and commodity research. The other was the author, H. Allen Smith. He is known to those who read his books and his articles, but he's relatively unknown to a mass audience."

"I disagree with you about Smith," I said. "His face may not be as familiar as his name, but he's well known to a lot of people."

"Anyhow, they were both interesting," Murrow said. "And the show moved. Smith has that rare thing, a sardonic sense of humor. As he strolled about his home, he passed an organ and I said, 'How about playing something for us?' 'Not me,' he said. 'I hate amateur musicians.'"

"Nielsen gave us a plus we hadn't counted on too," Murrow went on. "He is a man whose rating service has made or destroyed the careers of many television stars. His research is based on a small gadget he attaches to a television set. It records who's looking at what, and when. 'You put this little capsule on,' he told me on the air. 'Then you put this little thing on there,' only when he tried to do it none of it would work. He had to make three passes at it before he got it right. I'm sure our viewers got a boot out of seeing him struggle with his own pet invention—and lose temporarily."

"We've done a couple of real unknowns who embarrassed us and our audience," Zousmer said, "because they didn't know how to handle themselves in public, and after it was over, it was generally admitted that we'd made a mistake."

"The tone of the letters we got after that gave us pause," Murrow said. "'If I want to see how the average guy lives,' some of those letters said, 'I can visit my relatives. I don't want to waste half an hour and use the magic of television to see how some ordinary Joe lives.' What they want is the vicarious excitement of visiting places and seeing people they would otherwise never meet."

"That's a bad word we're using, that 'unknown,'" Zousmer said. "Nobody is unknown."

"How about 'average'?" Aaron suggested.

"We've done average people," Zousmer objected. "There's really no word for what we mean."

"The trouble with most of the suggestions we get from viewers," Murrow went on, "is that they don't add up to anything. Two weeks ago we had a letter from a mother who said, 'Why not do us? We're an average family. We have three kids and Mr. Murrow will love our private skating rink.' We had a look. The skating rink was a normal, average-size concrete cellar fixed so water would freeze in it. It was not only not a skating rink, the ceiling was so low we couldn't have got our cameras and equipment into it.

"If our show has had any success," Murrow continued, "it lies in the fact that it consists of extraordinary people doing ordinary things. We put the actor Raymond Massey on the air, and let our audience see and hear him tinkering in his woodworking shop. The combination of the elements fame and an everyday hobby held an almost universal appeal."

"One of the things I'm sure of," I said, "is your courage. The first time I was aware of you as a television personality was when you spoke your mind about Senator McCarthy, although millions of people disagreed with you."

"The McCarthy piece was done on See It Now, not on Person to Person," Murrow told me. "I thought you were only interested in Person to Person."

"I am primarily," I said. "I just wanted to detour for a moment."

Murrow said slowly, "I think television is too timid. I think it ought to be a mirror held up to what's going on both here and abroad. If the picture reflected in that mirror is one that gives people pride and gratification in what is happening, all right. If, on the other hand, the picture reflected is one of bigotry, dishonesty or violence done to the Bill of Rights, it's television's job to hold up that mirror just as steadily.

"We can even get into an area of international misunderstanding on Person to Person too," Murrow said. "Take Krishna Menon, for example.

"I've known Krishna Menon for twenty years," Murrow continued, "and when he said to me on the air, 'That last question of yours is stupid. You're intelligent. You shouldn't have asked it,' I let it ride. When I asked him whether he went to many United Nations' social functions, he said he did if he was invited. Then, for no reason, he said to me, 'You've never invited me to your home.' That was baffling to me, since he had been to my home two or three nights before. My problem was whether to get into an argument with him before millions of people, but I decided not to make a point of the fact that he had been in my home."

I thought he was wrong. He should have told millions of viewers about Menon's peculiar idea of the truth, but I kept it to myself.

"Nor do I go into a guy's home as a guest when he's surrounded by his wife and children," Murrow said, "and say, 'I don't believe in you. I think you're taking money under false pretenses.'"

"We had a perfect example with Nielsen," Zousmer told me. "Ed is on record as far back as the 1948 election as saying he had no faith in pollsters, statisticians, and, by the same token, rating services. When Ed was interviewing Nielsen, he had enough facts, intelligence and experi-

ence with Nielsen's business to say, 'I can't believe in your rating system. You can't tell me that by using twelve hundred gadgets on twelve hundred TV sets you can decide what sixty million viewers watch.' But Ed didn't think his show was the place for that kind of talk."

"How did Person to Person originate?" I asked.

"It grew out of many conversations Johnny and Jesse and I had," Murrow said. "One night we were having a bull session about the most common human emotion. Near the top of our list was the sexual urge, but we had to rule that out so far as television is concerned. Our next vote was for curiosity in its broadest sense. Then we narrowed that down to curiosity about how well-known people live. One of us—I don't remember which—said, 'No one can walk down the street and pass a window with the blind up and the lights on without looking in. It's irresistible.' So we concluded if we could move our cameras inside the homes of interesting people and show other people how they live, everybody's natural curiosity would give us our audience."

"Should we tell him where we held those conversations?" Zousmer asked.

"In a bar," Murrow said.

"Did you dope it out in one session?" I asked.

"The sessions took place over a period of two or three years," Murrow said.

"All in the same bar?" I persisted.

"Frequently, but not continuously," Murrow said. "Once in a while we took a fresh-air break. Properly used, we thought TV could be an instrument of transportation which could take people places like a flying carpet, instead of remaining the traditional communication instrument it has always been.

"There have been times when our idea has turned out to be a two-edged sword," Murrow went on. "There was my interview with Shelley Winters. It was a normal, straightway interview until I asked, 'What kind of world do you hope your little girl will grow up into?' It was a routine question I sometimes ask when I run out of anything else to say. I didn't know what her answer would be, but when I put the question to her, she took a deep breath and said, 'I hope she grows up in a world dedicated to the principles and philosophies of Franklin Delano Roosevelt.' Right in front of the millions who were listening in, I had to tell her that since it was during a presidential campaign, what she'd said was a straight political plug, out of place on a program like mine. 'If you say a thing like that, I must give someone else equal time to answer you,' I said. So the following week I gave forty-five seconds to Jinx Falkenburg, who happened to be a Republican worker, so she could have her say.

"A lot of the mail about the Winters show came from Democrats who said, 'I'm voting the Democratic ticket and I'm an admirer of Adlai Stevenson, but I felt bad when that woman pulled a fast one on your show.'

"It's only fair to say that our first Person to Person show did not attract glowing reviews," Murrow said. "One of the critics simply said, 'Murrow should have hung up.' The trouble was that the reviewers couldn't accept my sudden transition from news analyst to interviewer. That was my wife's reaction too. She liked the show, but her attitude was that I was giving up any reputation I might have won as a war correspondent and commentator on international affairs to do a show which would appeal to those who read Hollywood fan magazines. Then one summer we were driving through the Cascade Mountains and she began to look at isolated houses with television antennas on their roofs, and suddenly she said, 'I don't suppose these people *do* travel very much. Maybe your taking them to meet the people they meet on your show is a useful thing.'

"On the other hand, once I achieved some recognition on TV I began to receive invitations to do lectures on subjects about which I knew next to nothing. I turn almost all of them down. Unless you watch it, there is a tendency for you to think that because your voice and your picture are transmitted from one end of the country to the other, you're more intelligent and more important than you were when your voice only reached from one end of a bar to the other."

"How do you decide who your guests will be?" I asked.

"We deliberately set out to get contrast," Murrow told me. "It's our theory that if you were going to visit two people on a Friday night you wouldn't deliberately visit two athletes or two actors or two college professors on the same evening. One evening we paid a visit to Liberace and to the famous lawyer, Morris Ernst. You'll have to admit they're quite a contrast."

"That pairing off odd people interests me," I said.

"That is not our word," Zousmer said. "That's yours. They're not odd to us. We have a big audience; we must give it variety."

"If we pair our guests right," Murrow said, "we give them an audience they can never get in any other way. On Person to Person when we presented Prof. James T. Shotwell, of Columbia, a great historian and scholar, we paired him with Ed Sullivan. Shotwell has spent years lecturing on the League of Nations, the International Labor Office and the United Nations, but he had never had any contact with a television set until I asked him to go on our show. A couple of days afterward, he told me, 'I've spent all my lifetime in this field and last night, in fifteen minutes, I talked to more people than all the people I've ever talked to.'"

"Do you run into people who'd rather not be on your show?" I asked.

"We occasionally encounter someone who regards it as an invasion of his privacy," Murrow said. "Then there are those who say they don't want to expose their children to so much publicity, and there are some who claim they have nothing to say. The Duke and Duchess of Windsor kept saying that, but we didn't give up for three years, and finally they said yes. This brings up the matter of the Duchess as a jacks player. In her autobiography she said she was the best jacks player in Baltimore. When I told her I didn't believe it, she said, 'I haven't played in twenty years, but if I had some jacks I'd prove it to you.'

"'I'll take care of that,' I said. I went to a five-and-ten-cent store, bought some jacks and a small rubber ball, and sent a messenger to her suite with them. Next day when I dropped in to see them for lunch, the duke said, 'Thanks to you, I didn't get much sleep last night. The duchess stayed up practicing jacks until three A.M. About one o'clock in the morning she lost that little ball, and I spent a long time under the furniture looking for it.'"

"Suppose you have to go out into the country," I asked. "Do rural lines carry enough juice to supply the power you need?"

"Sometimes we have to put up a pole or poles," Murrow said. "Frequently we have to put up a tower a hundred and forty feet high so our dish will be high enough to throw a beam at the transmitter. When we did Ezzard Charles and Rocky Marciano, we had to slice forty feet from the top of a small mountain with bulldozers. If we hadn't, the mountain would have cut off our transmission. It's necessary for us to get a line-of-sight from our point of origination to the nearest transmitter, whether that transmitter is on the Empire State Building or on a mountain near Hollywood.

"I talk glibly about these things," Murrow said, "but, although I started in radio in 1935, the only technical thing I know about electronics is that the long waves are actually short and the short waves are really long. My natural reaction is that it is impossible for TV to reach out as far as it does. I'm accustomed to being recognized in New York and Washington and Chicago, but when I stop for a hamburger in Washington State and a waitress recognizes me, my instinctive reaction is, 'How does she know who I am?'"

"Is there a limit as to how far you can go?" I asked.

"There is, budgetwise," Murrow told me. "Theoretically, given enough time and money, we can go anywhere on the North American continent, but practically it's a flexible budget. It's not unlimited.

"Every year when we go off the air at the end of a season," Murrow said, "we talk of a dream dinner we'd like to give. We'd like to invite every guest we've had all year long and seat them exactly the way they were seated in relation to each other on our show. We'd like to put Roy Campanella next to Leopold Stokowski and football coach Earl Blaik next to dress designer Valentina, and so on. Then we want to record their conversations on hidden tape-recording machines.

"I'd like to tell you about the unsung heroes of our show," Murrow went on. "I've tried this with every writer who's ever written a story about me, and every editor asks, 'Who cares about them?' and takes them out. The technical men on our program are fabulous. They've worked one-room houses and sixty-three-room houses. We've even had a shot of the kitchen of a Chinese junk which wasn't more than six feet big in any direction. Sometimes I see a camera shot that simply is impossible. We did one like that from a lighthouse. We took our viewers up that lighthouse with us until we finally reached the light. It was then that our technical boys pulled one that astounded me. The camera got to the very top; then it backed off so that I could see the light and the railing around it, and I shook my head because I knew they couldn't do what they were doing! 'That cameraman must be hanging from a balloon!' I said. I discovered later he had only two legs of his camera perched on a catwalk around the outside of the light. The camera was leaning against him and he was strapped to the railing, leaning out as far as he could, sixty feet above a pile of rocks.

"Joe E. Lewis came closest to leaving me speechless during a show," Murrow said. "We were going along fine, when, near the end, he suddenly said, 'I have something I want to say to you,' then out gushed a freshet of unintelligible words. 'Sounds like Norwegian,' I said. 'What is it?'

"'I don't know,' he said. 'I read it on a sardine can.'

"If we weren't scrupulously honest we'd record some of the conversations before and after we're on the air," Murrow said, "and we'd really have some beauts. Take our visit with the theatrical critic, John Mason Brown. On our shows everybody wears completely self-contained concealed batteries and a microphone—actually a tiny sending set. Men usually carry the battery in the hip pocket. During our co-ord about five minutes before air, our producer went up to him and said, 'Mr. Brown, I'd like to recharge your batteries.' John looked back at him and said, 'Young man, not even God can do that.'"

"Which reminds me of the time we did a Person to Person with Kathleen Winsor," Aaron said. "In her case we planned to stuff the battery pack down the front of her bosom. She naturally preferred to stow it away herself rather than have one of our technicians do it for her, but with no one to supervise her stowing, she placed the head of the microphone against her wishbone."

"Is that bad?" I asked.

"Is it bad?" Murrow asked. "During the eleven minutes the show lasted we could hear her heart beating, boom, boom, boom. Sometimes it went fast and sometimes slow, but afterward we had fifty to seventy-five letters from doctors who said, 'Tonight I listened to Miss Winsor's heartbeat. If you see her, tell her it is a perfectly healthy organ.'"

THE END

"Keep after his midsection—I think you're loosening his safety pin!"

THE SATURDAY EVENING POST

Senior Scholastic

NOVEMBER 11, 1953 • VOLUME 63 • NUMBER 9

One of Uncle Sam's 875 Postal Sleuths at Work

Detecting counterfeit stamps is part of the job of the Postal Inspection Service. (Cover story on p. 3)

Wide World

Press Clippings

INTERVIEW OF THE WEEK

Mike Man

Meet Edward R. Murrow, one of radio and TV's top journalists

A LARGE motto hangs on the wall in Edward R. Murrow's office in the upper reaches of the Columbia Broadcasting System's building in New York City. It is a quotation from Henry David Thoreau: "It takes two to speak the truth—one to speak and one to hear."

This, and a basic interest in people—the realization that the little guy is as important as the top-ranking V.I.P.—have made Ed Murrow one of the outstanding radio and television journalists of our day. He has won more than fifty awards and received honorary degrees from six universities.

Just as Ed Murrow is a journalist who never worked on a newspaper, he is a man whose career has been shaped in large part by a willingness to be a pioneer. Back in 1938 he practically invented the career of radio correspondent. In television, he hit on the idea of taking the cameras to the scene of the news, in "See It Now." And in his currently new program, "Person to Person," he's pioneering by interviewing people in their own homes.

The "Obvious" Things to Do

Of all these innovations, he's likely to remark that they were the "obvious" things to do.

Lest this sound like false modesty, it should be noted that the Ed Murrow who is one of the highest paid men in his profession, is also the Ed Murrow who recalls, "My father always thought there was something doubtful about making a living merely by talking."

His father was a farmer in Greensboro, N. C., where Egbert Roscoe Murrow was born forty-five years ago. (He changed the Egbert to Edward and the Roscoe to an initial when he was a college sophomore.) When he was six his father became a locomotive engineer for a logging company in the Puget Sound region of Washington. While in high school Ed worked after school and during vacations as a logger and timber cruiser. After high school he took a year off to earn money for college.

He went to Washington State College, working part of the time as a busboy in a sorority house. He was the top debater on the campus, tops in dramatics, and top cadet in the ROTC. He was president of his junior class and president of the student body during his senior year. He was a member of Phi Beta Kappa, honorary scholarship society, and was graduated at the age of twenty-two.

Education was a primary interest of Mr. Murrow and in 1932 he became assistant director of the Institute of International Education. In charge of the Institute's European centers, he devoted himself to rescuing educators endangered by fascism. He brought 288 to safety out of totalitarian countries. Because of his educational experience and his speaking ability, CBS hired him in 1935 as director of talks and education. He was in Europe in 1938 arranging cultural programs when the big break came.

Hitler was going into Austria. Mr. Murrow chartered a plane, got to Vienna as the troops marched into the city, and made his first news broadcast. He's been making them ever since. He made radio history with his nightly broadcasts from London during the blitz, his World War II coverage (he went on 25 combat missions), reports from the capitals of Europe on special events such as the Coronation, and his documentaries.

His "Person to Person" show, in fact, was his first departure from straight newscasting and reporting in fifteen years. He was doing it, he said, "to have fun." And he believed the audience would have fun too, because "I don't think anybody can pass an open doorway without wanting to look in."

Celebrities don't faze him. He takes the measure of a man, he said, with a yardstick given him once by Judge John Bassett Moore of the World Court: "When you meet men of great reputation, your judgment of them will be greatly improved if you view them as though they were in their underwear."

Tall (6'1"), dark and lean, Mr. Murrow himself is prone to relax in his office, usually with his feet up on his desk, which is swept clear of everything but a picture of his wife and their eight-year-old son, Casey. He plays golf and has a secret ambition to sing on the air.

"Don't Freeze the Answer"

"I feel one thing very strongly," he said, "and that is that I am always conscious of the possibility of abusing what is a monopolized opportunity.

"There I am with the sponsor, the microphone, the time, and with the basic obligation to give people the raw material on which to base opinions and conclusions. And when I abuse this monopolized opportunity, as I'm afraid I do, I at least try to give the audience the elements that led me to my conclusions, so that people in turn can be led to their own conclusions."

But he has not, he admitted, been able to find any "firm" answers. "For young people today," he said, "in fact for all people, the most important thing is to ask questions, literally without limit—and to try to find their own answers. And they must always be conscious of the fact that the answer they find satisfactory today may not be the one they find satisfactory next week or next year. In other words, don't freeze the answer."

He leaned back in his chair—and unconsciously his glance moved to the motto on the wall. —JUDITH CRIST

☆ ☆ ☆ **QUOTE OF THE WEEK** ☆ ☆ ☆

I have learned more, in my lifetime, from my mistakes than from my successes.

—Frank Lloyd Wright, famous American architect

sign", March, 1948

RADIO

by **DOROTHY KLOCK**

SPOTLIGHT ON CBS

The Columbia Broadcasting System comes up for a turn at bat this month. From its bag of tricks, here are some comments on four programs which you might like to sample for yourself.

ESCAPE (CBS, Wednesday, 10:30-11:00 P.M., E.S.T. and Saturday, 11:30-Noon E.S.T.) Here's the proper recipe for the radio listener who likes a good story well told. *Escape* is a series full of deeds of derringdo, human conflicts, strange ways of coincidence, and all the other twists which make the good story.

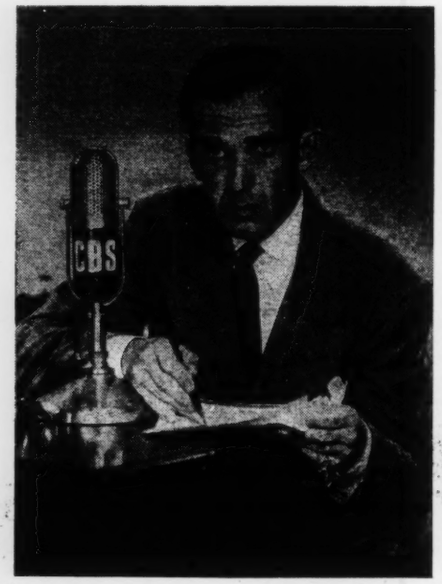
A few of the recent titles are the best indication of the kind of thing you can expect—Sir Arthur Conan Doyle's *The Ring of Toth*, Rudyard Kipling's *The Man Who Would be King*, *The Fall of the House of Usher* by Edgar Allan Poe, and Martin Storm's *A Shipment of Mute Fate*. No adventure story on the air carries real credibility unless it has a smooth production in which all the components—dialogue, music, and sound—are blended with a chef's skill. In the case of *Escape*, that chef is William M. Robson, a maestro of the first skillet. As the producer of the series, Mr. Robson is responsible for seeing to it that your spine is alternately chilled and thawed. (Never fear! It's always the thaw that comes last!)

Often it's quite a problem to give the spirit of complete authenticity to an air version of an adventure classic. Consider the poor sound men who had to cope with Carl Stephenson's hair-raising story, *Leinengen Versus the Ants*. The major problem was creating the sound of a huge army of ants advancing on a jungle plantation. Rustling cellophane, rattling strips of newspaper, scratching fingernails on table surfaces, and rubbing stiff brushes over wood and metal all proved unsatisfactory. What the listener finally heard when the insects destroyed plants and swarmed over bodies was nothing more than the light rubbing of bundles of straw, backed with specially composed music to enhance the effect.

Radio versions of good stories are not new. But there is something else about the *Escape* series which is setting a very hopeful trend. Most programs on the air are such fleeting will-o'-the-wisp affairs that they are often lost to those who wanted most to listen, because they must serve that old debbil, The Clock, in getting on and off the transmitter tower and then going into limbo which houses good and bad radio programs alike. But if you miss *Escape* on Wednesday night because of that phone call from Aunt Minnie just at the wrong time, you can catch it again on Saturday morning—another complete "live" duplicate of the Wednesday night show.

EDWARD R. MURROW (CBS, Monday through Friday, 7:45-8:00 P.M., E.S.T.) Whether he likes it or not, it is evident that Mr. Murrow is never going to be allowed to forget that his was the voice which brought to listeners all over the world the blitz-era report that began, "This . . . is London!" It is not at all surprising that his present five-a-week news report and commentary opens with, "This . . . is the news!" with a phrasing and inflection pattern borrowed from the earlier day.

Here is one of the finest news programs on the air, excellent in point of view and in organization, superior in delivery. Mr. Murrow's rich, low voice and remarkable clarity of speech are exactly suited to conveying the neatly patterned summary of the day's events and the incisive comments and lucid analysis of some problematical phase of the world picture. There is no pandering to the supposed adolescent mental level of the adult listener. It is a pleasure to be given credit for some intelligence—for a sizable portion, in fact.



Commentator Edward R. Murrow

CBS IS THERE (Sunday, 2:00-2:30 P.M., E.S.T.) "Step right up, folks, and get your education! Comes in a capsule, delightful to take, and amazingly beneficial to the mind while pleasant to the ear!"

CBS has added another to its praiseworthy array of excellent programs designed to give the listener an intellectual cud on which to chew after the half-hour has struck. *CBS Is There* has a simple but very effective gimmick—the radio term for the basic idea which distinguished a show. In this case, a famous historic event is described each week as though radio had been invented at the time when it took place. Excellent reporting by John Daly, "eye-witness accounts," and "a few words to the listening public" from the central personages involved have brought "The Death of Socrates," "The Assassination of Lincoln," "The Signing of the Magna Carta," and "The Defense of the Alamo" to home listeners.

Perhaps the pitfalls in a program like this are obvious to you. They are many. It's easy to be carried away with production tricks which give the program great authenticity but make the listener's lot a most unhappy one. The constant roar of the crowd which stormed the Bastille made that show just plain noisy all the way through. Undoubtedly, the French did pull out all the stops that day, but a little of this sort of thing goes almost too far in radio. And then there were those breathless moments when we listened to the reporter on Columbus' flagship during a large portion of the thirty minutes it took for that esteemed gentleman to discover America. It would have been nice to know the content of his reports, but short wave means static, and static means interference, and interference cuts comprehension. It was oh, so authentic. But shucks, I failed my history lesson! I couldn't understand the words that told the story.

This is one of the all-too-rare broadcasts, those in which the program invites the listener to take out of it a full measure of worth, in proportion to the amount of ear and mind given to one's listening. You can be entertained, or you can learn, or better still, you can do both. Students find the programs useful for review. And on Sunday afternoon, there's many a Pop who pauses between the sports section and the business index to do a little brushing up on history via the handy dial.

It's still a sustainer, which means that

A spiritual thought for the month

God's Rights

by

IGNATIUS SMITH, O. P.

THE Catholic of this day is separated widely on fundamental truths from millions of non-Catholic Christians who follow the line of liberalism or scientific humanism. These latter have ideas about the nature and attributes of God that label us superstitious because our ideas of God are based on the Divine Revelation which they reject. They ignore God as a Person and consequently they have lost all idea of God's rights.

Consequent upon this ignorance is their inability to understand what is the nature of religion and what is the obligation of every human creature to worship the Supreme Being who created and who governs the universe. It is not difficult to assemble two hundred definitions of religion proposed by liberal Christians. Most of them ignore the rights of God. Most of them base the need for personal religion not on the payment of a debt of justice to the Almighty God but on the need of personality development or on social order.

This contemporary slight to God and His rights is basically opposed to a true concept of religion and to the idea of genuine Americanism. God Himself has spoken on the question of divine rights. In the first three of the ten commandments, the Lord God indicates the worship, the reverence, and the observance due to Him, His Name, and His Sabbath day. The other seven commandments are concerned with human rights. But God's rights come first. In many places in the scriptures God indicates that He is very jealous of His right to worshipful religion and to all that this implies. Also our American tradition, represented in the Declaration of Independence and in countless documents of our great leaders, recognizes the sovereignty of God and His right to worship, to expressions of obedience, gratitude, sorrow for sin, and acknowledgment of dependence. It is presumed that our citizens will have personal and corporate contact with a personal God. We have veered a long way from God and from genuine Americanism.

Catholics have a very definite idea of what religion is because, while they do not comprehend God, they know a great deal about what God is and what the creature is. God has taken care of that for all. We know that God is the Creator and the Ruler of this world, of its men, of its nations, and of all that it contains. Because He is their Creator and Ruler, every creature is a debtor to God, owing a debt of justice that can be paid only by religion. Religion directs man back to God. It is a virtue that returns due honor to Him. All things by which reverence is shown to God pertain to religion. It is the payment of a debt and in all of this God Himself, not personality development and not social welfare, is central. Faith, hope, charity, prayer, sacrifice, penance, obedience, moral living, are all necessary and in all of them God is either the object, end, or both. Failure in these works of religion or worship is cheating the Almighty of His just rights. It is mighty strange that modern liberalistic Christianity does not see this.

The neglect of God's rights has serious repercussions in national and social life. Where educators neglect God's right to be known by all, we have godless homes and godless schools. Where management and labor ignore God's right to be heard, we have economic turmoil. Where political leaders ignore God's right to rule, we have national and international chaos. Where pulpits neglect the basic fact of all religion, God's rights, we have religious anarchy. Where God's rights are neglected, human rights are always in jeopardy. Where the first three commandments of the decalogue are ignored, the last seven commandments fall into disrepute. Then we have social justice scrapped, and power displaces fair play. Ideals are lost. Humanitarian service disappears. Sanctions are debilitated. Morality disappears. Civilization is on its way out. All Catholics can be thankful that in living their religion they protect God's rights among men and nations and thereby preserve civilization.

CBS and not a sponsor is paying. If you like it, let a postal card to local CBS station say that for you. Your interest will keep CBS—"There."

TELL IT AGAIN (CBS, Sunday 1:30-2:00 P.M., E.S.T.) At this writing, this series is too new for lengthy comment, but it probably will deserve your attention, if the promise shown in the early programs is fulfilled. The design is again a familiar one—dramatization of literary classics chosen to appeal to a wide age range, including the juvenile, the adolescent, and the young in heart of any age.

Treasure Island started the series off, and other titles to become rarefied in the electronic transmission zones are *Robin Hood, Pinocchio, Sinbad the Sailor, Black Beauty, Hiawatha, Gulliver's Travels,* and *Ali Baba and the Forty Thieves.* You'll probably find this useful to keep the youngsters quiet while they are waiting for the Sunday dinner bell. And it should find a welcome on your kitchen radio too, while you're browning the gravy and buttering the beans.

You ought to know that . . .

THAT "WALKING MAN" CONTEST brought in a total of 38,629 letters during its first two weeks on Ralph Edwards' *Truth or Consequences* on NBC. During the recent "Miss Hush" contest on the same program, only 8,661 letters were received during a similar period.

FRED WARING has been appointed by Gov. James H. Duff of Pennsylvania to the board of trustees of Pennsylvania State University, Fred's old alma mater.

MEET THE PRESS, Mutual's lively Friday night battle of political and reportorial wits (10-10:30 P.M., E.S.T.), was chosen as the "Best Current Affairs Program" in a poll conducted among teachers by *Scholastic Teacher* magazine.

INVITATION TO LEARNING will open doors for you to *The American Heritage,* a thirteen-week series which will continue through March. The books which will be examined by Lyman Bryson, CBS Counsellor on Public Affairs and two distinguished guests are: Mar. 7, *Democracy in America* by Alexis De Tocqueville; Mar. 14, *Barren Ground* by Ellen Glasgow; Mar. 21, *The New Freedom* by Woodrow Wilson; Mar. 28, *The Bloudy Tenent of Persecution* by Roger Williams.

BURL IVES, purveyor of folk songs, ballads, and traditional Americana in music, is on a three-month nationwide concert tour. His Friday night MBS broadcast (8:00-8:15 P.M., E.S.T.) will originate each week in a different city, as called for by his tour schedule.

Edward R. Murrow---'Another Major Network'

By MARGARET McMANUS

NEW YORK.

IT is a medium-sized, plainly furnished office, as Madison avenue offices go, but the gold letters on the door read "Edward R. Murrow," a name which needs no trappings.

Within the office on the seventeenth floor of the CBS building one can see Murrow on the phone, swirling in his chair, a lean figure in gray trousers and very red suspenders.

Murrow, 47, born Egbert Roscoe Murrow in Greensboro, N.C., would seem well on the way to becoming a legendary figure. Like all legends, no one is certain how or when it began.

In the CBS news room, the boys refer to Murrow as another major network. Even sponsors regard him with the same awe and respect.

Murrow is aware of this.

He does not deny it, nor belittle it. Rather, he said he finds it a "trifle frightening." Somehow, one imagines that he feels equal to the responsibility.

A man of disarming friendliness, with an intense face which breaks often into a smile as appealing as a child's, Murrow said he does not consider himself a controversial subject.

"I try to do an honest job of reporting the news," he said. "Certainly I do not hesitate to tackle a subject because I might bring criticism crashing down on me. The only way I can get hurt is economically.

"I could be fired. I could lose a sponsor, but that is hardly as important as the job to be done."

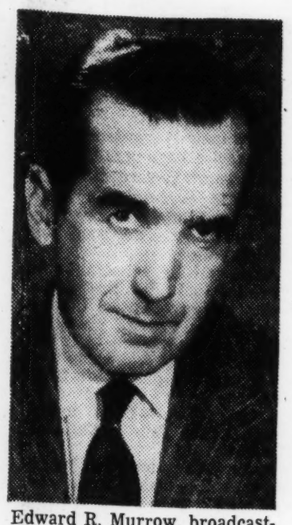
Jokes With Colleague

He was interrupted by a telephone call and he said, in the familiar voice:

"Hello, friendless."

This could only be his coworker, Fred Friendly, the man with whom Murrow writes his Tuesday night television show, "See It Now," and his collaborator on the "Hear It Now" record albums.

It was a short, affable conversation.



Edward R. Murrow, broadcaster, is held in awe and respect by colleagues and sponsors.

The 6-foot-1, 175-pound, brown-eyed Murrow went to grammar school in Blanchard (pop. 237), Wash., where his family moved to when he was 4 years old. He attended the Edison (Wash.) High School from 1922 to 1926.

He was graduated from Washington State College, at Pullman, in 1930, Phi Beta Kappa, with a B.A. degree. His first job, after graduation, was the presidency of the National Student Federation.

It was on a train, bound for New Orleans, and a meeting of the Federation, that Murrow met his wife, the former Janet Huntington Brewster, of Middletown, Conn. She was also bound for the meeting, representing Mount Holyoke College.

They have been married 21 years, have one son, Charles Casey Murrow, known as Casey. He was born in London in 1945 while Murrow was a war correspondent and European director for CBS.

It has often been said of Murrow that when he was in London he knew everyone from Prime Minister Churchill to the bobby on the street.

The name of Murrow seems to unlock doors and untie tongues.

It has become a mark of distinction to appear on a Murrow show.

Murrow himself claims not to know why this is so. It must be put down to part of the legend.

A Bit Omniscient

Certainly he has the face to carry the burden of a legend—the wrinkled brow, the slanting eyebrows, the searching eyes.

He has the voice for it, the perfectly chosen word, the dramatic pause, and he has the manner, authoritative, fearless, just a shade omniescient.

In addition to "See It Now," Murrow does a daily fifteen-minute radio news show, a five-minute recorded show, "This I Believe," and his Friday night "Person to Person," all on the CBS network.

"Person to Person," where he visits with the celebrated in their homes, has been rated one of the top ten shows.

Murrow thinks all the hoorah actually makes very little impression on his mother, Ethel Lamb Murrow, Greensboro-born, who now lives in Seattle, Wash. His father just died recently.

"We're not a letter-writing family, but I occasionally get a note from my mother and about all she says is that she thought I looked tired last night. She doesn't realize that it was probably just the lighting."

Murrow has a brother, Dewey, who is a contractor in Spokane, Wash., and another brother, Lacey, who is an air-force brigadier general, stationed in Washington.

Murrow's weekday begins about 8.30 A.M. He spends about two hours reading five newspapers and gets to the office about 11. He usually returns home at night immediately after his 7.45 radio show, except, of course, on the two nights of his television shows.

As to whether he prefers "See It Now," or "Person To Person," Murrow just smiled and said:

"I like radio."

Mary Healy, Peter Lind Hayes and Ethel Merman will be seen in "Show Stoppers," musical revue in color which will be offered on "Shower of Stars" Thursday (WMAR-TV, 8.30 to 9.30 P.M.).

'Peter Abelard' Discussion

ONE of the finest historical novels of the Twentieth Century, "Peter Abelard," by Helen Waddell, will be presented today on "Key to the Ages" over WAAM, 8-8.30 P.M.

Slated to take part in the discussion are Dr. Theodore Low, of the Walters Art Gallery, and William Ticknor, of the Enoch Pratt Free Library.

They will have as their guest, Miss Dorothy Miner, keeper of manuscripts at the Walters, an authority on medieval illumination.

The commentary will center on city and university life in Paris during the Middle Ages, with particular reference to the part played by manuscripts in the days before printing was invented.

Objects of interest to be shown include rare and valuable manuscripts of the Twelfth Century, and a variety of religious articles of the same period.

'Lucy' Show Repeats

NEW YORK.

HERE'S news for "I Love Lucy" fans.

Starting April 17, CBS Television will present a Sunday series of repeat programs under the title of "The Lucy Show," from 6 to 6.30 P.M.

The programs comprising "The Lucy Show," which almost overnight elevated Lucille Ball and Desi Arnaz to television stardom, will be presented in a revised sequence rather than in the chronological order in which they were broadcast on "I Love Lucy."

Sports Star Also

Paul Carpenter, one of the stars of "The Vise," suspense drama on ABC-TV, is a former Canadian track and ice hockey star. He also was a war correspondent for the Canadian Broadcasting Company before turning actor.

Television Programs Today

Radio program on Page 16.

WAAM—Channel 13 WBAL TV—Channel 11 WMAR TV—Channel 2

MORNING

8.00-WMAR—Test Pattern.
8.15-WMAR—Faith for Today, religion.
8.45-WMAR—What's Your Trouble? The Rev. N. V. Peale, religion.
9.00-WMAR—Easter Mass from Fordham University Chapel.
9.30-WMAR—America Goes to Church: Sater's Baptist Church, Baltimore County.
10.00-WMAR—Solemn Pontifical Mass from the Cathedral of the Assumption, Baltimore.
WBAL—Test Pattern and Devotions.
10.15-WBAL—Industry on Parade.
10.30-WAAM—Test Pattern.
WBAL—Why Fly?
10.55-WAAM—News Headlines.
WBAL—Mass from SS. Philip and James Church.
11.00-WAAM—Services from the Protestant Episcopal Church of the Ascension, New York city
11.15-WMAR—Easter Service from the National Episcopal Cathedral, Washington.

AFTERNOON

12.00-WMAR—Winky Dink and You
WAAM—The Shadow and the Light, film story of the Crucifixion and Resurrection.
12.15-WAAM—Alexander Ten Spot.
WBAL—Favorite Playhouse.
12.30-WMAR—Contest Carnival
WAAM—"The Christopher Program: "Make your Voice Heard." Guest, Salvatore Bacceloni.
WBAL—Easter Parade from New York, with Ben Grauer and Arlene Francis.
1.00-WAAM—Gerald W. Johnson.
WBAL—TV Campus.
WMAR—Film Theater of the Air: Cesar Romero and Ann Rutherford in "The Cavorting Statue," and Morris Ankrum in "Swami."
1.15-WAAM—Second Freedom.
1.30-WBAL—"Christopher Program."
WAAM—Masterpiece Double Feature: Ken Maynard in "Come on Tarzan" and John Ireland and Lloyd Bridges in "Little Big Horn."
2.00-WBAL—The Stone, religious drama.
WMAR—The Big Picture.
2.30-WBAL—The Triumphant Hour, topical film with Ann Blythe, Don Ameche and Pat O'Brien.
WMAR—Face the Nation. Gov. G. Mennen Williams of Michigan.
3.00-WMAR—Now and Then, literary series with Dr. Frank C. Baxter.
3.30-WMAR—The Port That Built a City: with Helen Delich.
WBAL—People Are Funny.
4.00-WAAM—Easter Seal Teleparade, with Jack Benny, Liberace and Van Johnson.
WBAL—Youth Wants to Know: Theodore C. Streibert, director of the United States Information Agency, interview guest.
4.30-WBAL—Zoo Parade.
WAAM—Shadow Stumpers, with Brent Gunts.
WMAR—The Search: "Progress in Psychiatry and Research on the Human Brain," first of two telecasts from psychiatric department of the Tulane University School of Medicine.
5.00-WAAM—Super Circus.
WMAR—Omnibus: "Uncle Tom's Cabin," dramatization of Harriet Beecher Stowe's novel; Shanto Rao and Ali Akbar Khan, Indian dancer and instrumentalist, respectively, in their joint American debut; "Kent Bells," story of tradition of bell-changing at Kent School, Salisbury, Conn.
WBAL—Hall of Fame: Sarah Churchill in "Lydia."

EVENING

5.30-WBAL—Captain Gallant.
6.00-WAAM—This is Your Zoo, with Arthur Watson, director of the Baltimore Zoo.
WBAL—Meet the Press: Louis Wolfson, challenger in the fight for control of Montgomery Ward, interview guest.
6.30-WMAR—You Are There: "P. T. Barnum presents Jenny Lind."
WBAL—Candy Corner.
WAAM—Sky King: "Destruction from the Sky."
7.00-WMAR—Big Town, with Mark Stevens.
WAAM—You Asked For It, with Art Baker
WBAL—Liberace.
7.30-WMAR—Private Secretary, Ann Sothern.
WAAM—Playhouse: Robert Ellenstein and Herbert Patterson in "Petterson's Eye."
WBAL—Mr. Peepers, situation comedy with Wally Cox.
8.00-WMAR—Toast of the Town: Rosemary Clooney, Notre Dame Glee Club, Ballet Theater group and special salute to opening of baseball season with Willie Mays, Peewee Reese, Robin Roberts, Dusty Rhodes, Warren Spahn, Vic Wertz and Gerry Coleman.
WBAL—Comedy Hour, with Gordon MacRae, Nina Foch, Jack Carter, Agnes Moorehead and Lucille Norman in "Roberta," version of Jerome Kern's operetta.
WAAM—Key to the Ages, with Dr. Theodore Low: Helen Waddell's "Peter Abelard."
8.30-WAAM—President Eisenhower's Press Conference.
9.00-WMAR—Fred Waring Show, special Easter program.
WAAM—Walter Winchell.
WBAL — Television Playhouse: Hugh Reilly, John Alexander and Elaine Stritch in "Beloved Stranger."
9.15-WAAM—Sports Today, with Tommy Dukehart.
9.30-WAAM—Life Begins at Eighty.
WMAR—Stage Seven: "Young Girl in the Apple Tree."
10.00-WMAR—Appointment With Adventure: Paul Newman in "Five in Judgment."
WAAM—Break the Bank.
WBAL—Loretta Young Show.
10.30-WAAM—The Adventures of Ellery Queen.
WMAR—What's My Line?
WBAL—Bob Cummings Show.
11.00-WMAR—The Whistler.
WAAM—Dance Time.
WBAL—News.
11.05-WBAL—Weather.
11.10-WBAL—Sports Final.
11.15-WBAL—Picture Playhouse.
WAAM—Nocturne Movies: Maria Canale and Peter Trent in "The Gay Swordsman."
11.30-WMAR—Pastor's Study, religion, The Rev. Joshua O. Williams, Sharp Street Memorial Methodist Church.
12.00-WMAR—Sunpapers TV News.
12.15-WMAR—Bible Reading. The Rev. William T. McCrory, St. Peter the Apostle Church.
12.20-WMAR—Sign Off.
12.30-WBAL—Program Previews.
WAAM—Final Edition.
12.35-WAAM—Tomorrow on WAAM.

COLGATE COMEDY HOUR
Hear Your All-Time Favorites
"Smoke Gets in your Eyes"
"Lovely to look at"
"The touch of your hand"
IN THE SPECIAL EASTER PRESENTATION OF JEROME KERN'S & OTTO HARBACH'S BROADWAY HIT MUSICAL "Roberta"
WITH
GORDON MAC RAE
NINA FOCH
JACK CARTER
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100% ALL ALUMINUM
STORM DOOR
WITH PURCHASE OF 6 OR MORE OF OUR DELUXE ALUMINUM TRIPLE TRACK WINDOWS!
CALL MA. 3-1311 FOR A FREE HOME DEMONSTRATION
NO MONEY DOWN!
SMALL MONTHLY PAYMENTS START 60 DAYS AFTER INSTALLATION!
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Let our experts re-style your old out-dated fur piece to a stunning, luxurious fur cape or stole . . . at a fraction of what you'd expect to pay!
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PRESS CLIPPING

£350 FOR TREASON FUND FROM TV's ED MURROW

SUNDAY EXPRESS CORRESPONDENT DURBAN, Saturday.

ED MURROW, America's leading television documentary producer and interviewer, has donated a 1,000-dollar (about £357) cheque to the South African Treason Inquiry Defence Fund through Mr. Alan Paton, chairman of the S.A. Liberal Party and a sponsor of the fund.

The 1,000-dollar cheque was originally presented to Mr. Murrow by the Yeshiva University of New York in recognition of his services as an impartial and informative reporter of world news.

Mr. Murrow is being sent to South Africa by the Columbia Broadcasting System to cover the treason inquiry when it reopens n Johannesburg in January.

● Meanwhile it was learned in Johannesburg last week that following the Government's refusal of a passport to Mr. Vernon Berrange, a leading defence counsel at the Treason Inquiry, it is improbable that anyone will be sent overseas in his place to collect defence evidence.

In an editorial on the refusal of a passport to Mr. Berrange by Dr. T. E. Dönges, Minister of the Interior, the Natal Mercury says it is "a shocking example of bureaucratic dictatorship."

The editorial continues: "It is not overstating the case to say that this refusal is a flagrant violation of the elementary principles of justice."

Big Escom contract for colliery

A 30-YEAR-OLD Escom contract has been awarded to a colliery for which Federale Mynbou, a well-known mining house, acts as manager and consultant.

It is for the full coal requirements of Escom's projected Komati power station, and has been granted to Koornfontein Collieries, Ltd.

It is estimated that when the power station, which is sited in the vicinity, reaches full production, probably in 1971, it will consume 290,000 tons of coal a month.

It is planned provisionally to deliver the coal from two sources —Koornfontein and the new Blinkpan Colliery. Deliveries, it is expected, will start in 1961.

Federale Mynbou has pioneered mechanised coal mining in South Africa.

"The (Easy) Way to a Slim Figure"

—Rand News Report.

No Starvation Diets,
NO Drugs,
NO Pills,
NO Strenuous Exercises,
No Artificial Aids, BUT
EVERY woman gets results.

John Doyle

who has lectured and taught all over the world for over 30 years, was the first person in the world to introduce butter and potatoes in the diet for weight reduction and also to advocate

NORMAN SHAVIN

Ed Murrow, a 'Flat Baritone' Heard 'Round the World

On May 27 the country will hear afresh the familiar, resonant voice once described as a "flat baritone which sounds like that of an unfrocked bishop."

It belongs to Edward R. Murrow, who spent several days here this week with a CBS-TV crew to film segments for a documentary on Georgia's school problem.

The lanky, craggy-faced, bushy-browed newscaster will be back in harness more fully in July. On the month's first Sunday he opens a 30-minute weekly radio series, thus ending a year-long sabbatical from the canyons of Madison Avenue.

Norman Shavin's column appears regularly in the daily Atlanta Journal.

He'll also be involved in convention coverage this summer. In the fall, having chucked "Small World," he'll get back into a series he's hungered for —26 60 or 90-minute documentaries in prime weeknight time.

"I've been doing more interpreting and editing than I like in the past few years. I would rather see it and report it firsthand," he said. "I'm high on what I'm going to be doing next season."

* * *

FOR THE PAST year, Murrow has been seeing—Europe, the Mid East, the Far East and America's West Coast. With all the eagerness of a cub reporter on his first assignment, he poked about the world, refreshing his reportorial batteries, enlarging his scope and depth.

But he is still bound to say, with justification, that "there's no such thing as an objective reporter. We're all prisoners of our travel, our reading, our expeiences, our personal indoctrination.

"For example, I've been called pro-British—and I am. I saw them at their worst and best times, having lived in Britain nine years. The result, when I do a British story, I lean over backwards—but I don't apologize for that."

* * *

A LARGE CHUNK of the listening public was weaned on Murrow over radio.

Today, Murrow is still partisan to radio.

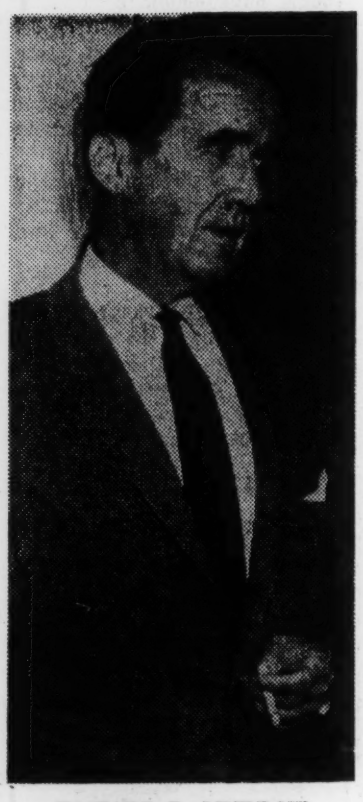
"I get more personal psychological dividends out of it—partly because it's faster, partly because most news consists of ideas in one form or another and because I find it difficult to translate ideas into words and impossible to translate them into pictures. I also feel I have complete control of the microphone and can do what I want."

* * *

IN ATLANTA, Murrow interviewed such prime figures as Gov. Ernest Vandiver and Atlanta Constitution editor Ralph McGill.

"My impression of him (McGill) stems from my knowledge of his career and reading his stuff," Murrow said. "He is one of those rare men who can both write and talk well. I've never seen him on TV but he'll come through with great conviction and great, quiet eloquence."

Murrow, a North Carolina native now 52, has two older brothers. One is a consulting engineer and brigadier general in the Air Force Reserve; the other is a Spokane, Wash., contractor. Their late father was a farmer.



EDWARD R. MURROW
Better With an Axe

His father, Murrow recalled, eyed his son's career askance.

"My father did not go so far as to say that there's something dishonest about a man making a living merely by talking. But he did think there's something doubtful about it."

* * *

DOUBTFUL OR NOT, Murrow's done well by it since he graduated from Washington State College in 1930 as a Phi Beta Kappa (he was a history and speech major). He was a debater, active in dramatics, a houseboy at a sorority and president of his senior class.

During vacations, he worked as compassman and topographer for timber cruisers.

"Even now," he says, "I'm probably more proficient with an ax than I am with a typewriter."

Murrow has been confronted with stories he couldn't report.

He and Mrs. Murrow were once invited to a White House dinner by President and Mrs. Franklin D. Roosevelt. Something terrifying happened that day. While the dinner was not canceled, the President did not attend—but Murrow finally got to see him after midnight.

He got the story — but was asked to "sit on it"—in the interest of national security. The date was Dec. 7, 1941.

There was one other awesome situation. Murrow was the first Allied war correspondent inside the Nazi concentration camp at Buchenwald when the Allies seized it. There were still 300 bodies piled up and near them, hundreds of shoes, mute testimonials to the slaughter.

Murrow regarded his broadcast of that scene as a failure but it made the front pages of London papers. He said later: "I could have described three pairs of those shoes . . . but hundreds of them! I just could not. The tragedy of it simply overwhelmed me."

There was one other incident of more recent vintage. It happened during a "Small World" telecast as Murrow was interviewing U Nu and David Ben-Gurion, prime ministers of Burma and Israel, respectively.

Something went wrong with transmission: U Nu and Ben-Gurion were extolling the respective virtues of Buddhism and Judaism—but couldn't hear each other—though Murrow could hear both.

The commentator—admittedly no expert in either—found himself trying to explain each minister's viewpoint to the other.

* * *

THIS . . . IS ED MURROW. He is six foot one and weighs 175. His son, Casey, is 15 and has appeared on Murrow's radio series—but rarely. Murrow likes golf (he holds his clubs left-handed), shooting and darts but not swimming.

He's a fast man at the wheel of his car. Said newsman Elmer Davis in London: "I heard of the horrors of war but I did not know they included Ed Murrow's driving."

In interviewing, he uses a rule of thumb, given him by Judge John Bassett Moore of the World Court: "When you meet men of great reputation, your judgment of them will greatly improve if you view them as though they were in their underwear."

Murrow smokes constantly.

I know. He bummed a cigarette from me when his own pack was empty.

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NOV 28 1948

Gandhi and Bernadotte Lead for Peace Prize

Murrow Conducts Unofficial Survey In Absence of Official Nobel Award

The announcement that a Nobel Peace Prize would not be awarded this year "for outstanding achievement in promoting international good will and organizing peace conferences," prompted CBS' Edward R. Murrow to wonder who should have received it.

So he did some telephoning and reported his findings on his program.

First calls went to Emily Green Balch, professor emeritus at Wellesley, and Dr. John Mott of the International YMCA, prize winners last year.

Prof. Balch said she wished that the prize might have been awarded to Mahatma Gandhi, or failing that, jointly to Gandhi and Count Bernadotte (it is legal for a person to receive the award posthumously).

She told Murrow that she believed the service rendered by Gandhi to have been absolutely unique, because he made it so clear that we are not limited to the choice of either violence or acceptance of what seems to us to be an injustice.

PALEY FOR MASARYK

He made known the possibility of resisting what we believe to be wrong by other than violent means.

"It is such a confused time, the committee has a tremendous, a difficult job," Dr. Mott told Murrow.

"Put yourself in their place right now. I have never known a time when the world was so stirred up, when so many good people were working at cross-purposes for the same end. It is such a confused time."

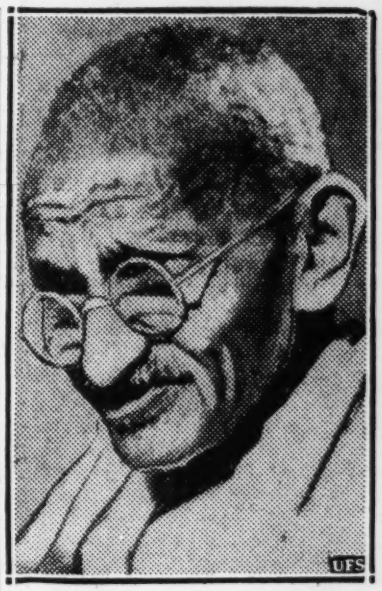
Murrow continued this "wholly unscientific survey" by calling Gen. David Sarnoff, chairman of the board of RCA.

Gen. Sarnoff thought the Nobel Peace Prize should have gone to Sec. of State George Marshall.

"And then, since this program tries to be impartial and objective," Murrow said, "we called Bill Paley, chairman of the board of the Columbia Broadcasting System, who thought the prize should have been a posthumous award to Jan Masaryk, the late foreign minister of Czechoslovakia.

M'CORMICK: ?

Col. Robert McCormick, publisher of The Chicago Tribune, said he really didn't have any choice.



The late Mahatma Gandhi ranks high among candidates for the unawarded Nobel Peace Prize.

Jim Farley, after thinking it over, told Murrow he decided that Pres. Truman should have received the Nobel Peace Prize because, "in spite of his mistakes, he has really tried."

Lowell Thomas was of the opinion that the prize should have gone to John Foster Dulles.

Author-economist Stuart Chase of Redding thought the winner should have been the UN Sec. Gen. Trygve Lie, because of his constant effort to break down the barriers of nationalism.

Elmer Davis nominated the officers and men of the British and American Air Transport Services flying in and out of Berlin.

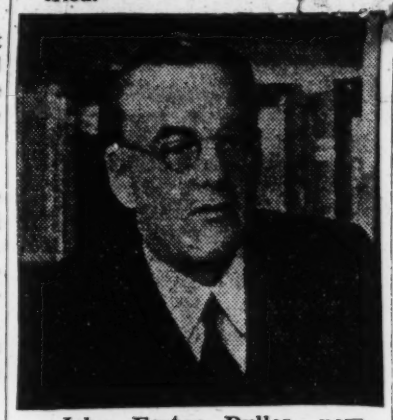
Murrow's friend Vincent Sheean didn't hesitate a moment with his nomination: "They should have given it to Gandhi. After all, he died for peace, and you can't do more than that."

OPERATOR: BERNADOTTE

At the end of the telephone survey, Murrow asked one of the operators who had been placing the calls what she thought.

Her vote went to Count Bernadotte because he had died trying to find peace, even in a limited area.

And Pres. Truman is nominated, too, because he "really tried."



John Foster Dulles, now heading our UN delegation, is another choice.

"This reporter does not question the wisdom of the Committee of the Norwegian Parliament which decided it could not find a suitable candidate for the Nobel Peace Prize," Murrow concluded.

"It is clear that a lot of people worked hard for peace, but not enough people worked hard enough. If they ever get around to giving prizes to an entire people, I hope the Italians of 1948 will be given due consideration.

In the opinion of one observer, the late Jan Masaryk should get the Nobel prize posthumously.

"The furious but free election last Spring, in which they rejected Communism, didn't ensure peace.

"But it did prevent, with ballots, the creation of a situation that would have led inevitably to war.

"Next year, maybe the Nobel Peace Prize will be bigger and the candidates more numerous and better qualified."

STATEN ISLAND ADV

Speaking of TV

Murrow Programs Top Field

By HAL EATON

CLOSE-UP: Edward R. Murrow, who's constantly bringing light into dark corners, launches the seventh season and the 176th edition of his "See It Now" on Ch. 2 tomorrow at 5 P.M. The series resumes with a comprehensive study of the U.S. Post Office. Quite a difference between the smooth, confident Murrow of today and the perspiring self-conscious Murrow of six years ago, when sensitivity often betrayed his attempted objectivity. He was an inept actor in those days, unaccustomed to spectators, but the most thoroughly informed and coherently analytical commentator just the same. . .Though he placed his news and reflections in their proper perspective, Murrow, who witnessed the suffering in England and on the Continent, wasn't quite as dispassionate as other reporters. His facial expressions were louder than his expertly shaded readings. He saw the ravages of war, the real thing, not make-believe. How could he conceal his convictions, resort to histrionics, merely mouth words with impartial resonance or restrained cordiality?

Hal Eaton

* * *

EXPOSURE on the new medium motivated other irritations. He seemed uneasy and annoyed when recognized on the street or in a saloon, considered it an invasion of his privacy. Mr. M. still chuckles over an incident of several summers ago. Dining in a restaurant with his wife and young son, he suddenly felt they were being watched. He was right. A woman, seated at a nearby table, stared at them intensely. Finally attracting his attention, she nodded firmly and asked, "Is that really you?"

Murrow's improved, of course, though every now and then he forgets himself and loses patience with a guest on "Person to Person," which employs a permanent staff of seven, with part-time help varying each week, depending on accessibility, facilities for remotes and size of homes. They have hired as many as 80. Mike Todd and Liz Taylor gave the show its best Trendex. Veering sharply from the self-styled "realistic" school, Murrow's interviews are in the nature of social calls. Questions are not designed for shock values at the expense of stars or his own integrity.

Emphasizing the "little picture," meaning the core of the issue, the average "See It Now" costs about $150,000. Each starts with a personnel of 25 to 30, gradually increasing, occasionally reaching 100. "The Secret Life of Danny Kaye," which CBS will repeat this year, is credited with the hour's highest rating. In "See It Now," Murrow doesn't "come into the living room" often, but sends the message of his subject. In his quiet, commanding way, he makes the viewer think and think hard. The man who can do that on Sunday accomplishes a major feat.

* * *

QUARTERED on the 17th floor of the CBS building, Murrow wore a white shirt, sleeves rolled, collar open, an expensive grey tie askew, when his secretary ushered me into his inner sanctum. Seemingly relaxed, the genial and gracious Mr. M. swinging his swivel chair between opposite ends of his desk, like a pendulum, doused one cigarette, ignited another and we started to kick it around.

Speaking of music, he mentioned Leonard Bernstein and and made a note on his calendar to order seats for "West Side Story." He talked of Israel with concern and reverence. He promised to let Mrs. Murrow, who acquitted herself admirably last year, encore on "P. to P." he recalled some amusing anecdotes and interesting experiences, thus causing me to forget my mission.

With five telecasts a month and five radio spots a week, the stress of his responsibilities has made as little physical impression on the 49-year-old Murrow as it has on his suave manner. Sturdily built, over six feet, Phi Beta Kappa, his fervent telegenic appearances have set feminine hearts fluttering from coast to coast.

Of greater significance, however, are his shows, produced with such skill and impeccable taste, they've raised the standards of newscasting and public affairs segments in the entire industry, not to mention the fact that all networks are still shopping for "an answer to Murrow." Mr. M., probably known and respected by more Washington solons, heads of foreign governments, industrialists, diplomats, U.N. officials and other dignitaries than any broadcaster extant, has added immeasurably to the prestige and stature of television!

TV for the WEEK

PAGE 1 SECTION 5 June 14, 1959 Pittsburgh Sun-Telegraph

Murrow

By ARNOLD ZEITLIN

Edward R. Murrow, most pro
regarded radio and television new
leaves the Columbia Broadcasting
year's vacation the end of this mont

He announced several months
take a sabbatical leave provided i
Immediately he report was seized
would quit the network because of
the secondary role of television new

The other day he said:

"I'll be back. Be sure of that.

Murrow, tanned, sweating, was
corner office on the seventeenth floor
on Madison Ave. in New York. Both
a fan assisted the breeze of double
unlike many other executives who
of six figures, had no air conditioning

His tie knot was wrenched ope
buttoned at the collar. His sepulch
person than on the air, was pensive.

He spoke quietly about his upcoming year's vacation, his deliberate attempt to halt his busy life for an entire year of listening, reflecting; the kind of devotion to self most men dream of.

"I don't really know what I'll be doing. It's something I've hoped for for 25 years. But I've never had a plan of action more than 90 days in advance in my life.

"I know in mid-October I'm committed to lecturing in Britain. I'll lecture on television and politics. I believe I selected the topic out of sheer arrogance.

"I WANT TO SPEND six weeks to two months in India. I have a feeling what happens there will pretty much determine what happens in the rest of that part of the world. I have some hopes of getting into Red China.

"I have not spent much time in the East. It is one of the gaps I hope to fill in during the year.

"Among other things, I will prove to myself that theaters have first acts. You know, most of the time I'm tied up at the office until well after eight o'clock. When I get to a theater, usually the first act has gone by.

"I'LL SPEND A MONTH or so in July on the farm. I have a place near Pawling N. Y. It's a dairy farm . . . we raise corn, oats, alfalfa. I'll finish that pond I started last year with a bulldozer.

"I'll go to the West Coast . . . Washington . . . to see my mother. And I'll be on about half of the 'Small World' shows (actually 17 of 33).

"It's a pretty flexible show. I can do it from Hong Kong, Tel Aviv . . . anyplace.

I'M TAKING MY 13-year-

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Press

He Just Wants to Listen

row Plans Year of Silence

most provocative and widely
ision newsman in the world,
dcasting System and starts a
this month.

months ago his intention to
rovided in his CBS contract.
as seized on as evidence he
ecause of dissatisfaction with
ision news coverage.

l:

of that. I'll be back."

ting, was sitting in his small,
enth floor of the CBS building
ork. Both windows were open,
of double exposure. Murrow,
ves who earn yearly salaries
nditioning.

ched open, his shirt was un-
s sepulchral voice, thinner in
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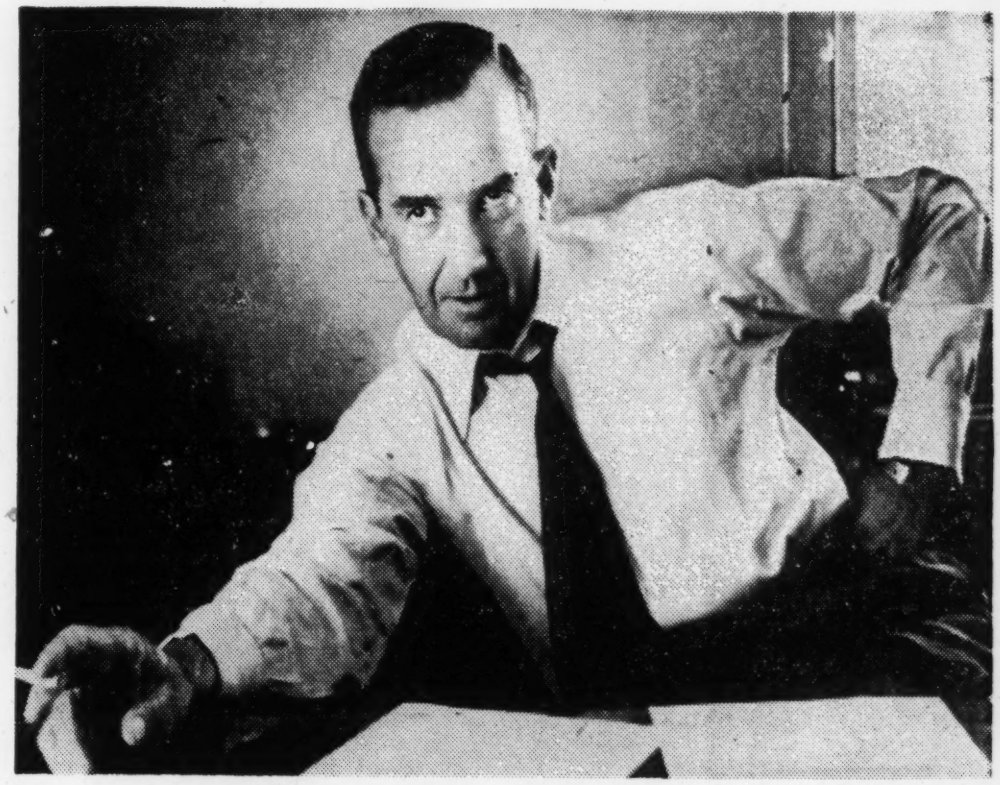


EDWARD R. MURROW, TV-RADIO NEWS ANALYST, TAKES OFF A YEAR
. . . he explains his sabbatical plans during interview in New York

old (Charles Casey) out of his school for a year. I'll put him in school in Switzerland for a while. Perhaps, I'll put him in school in India. It's about time he learned the world isn't all chromium-plated automobiles and air conditioners. He would go to a school with the children of middle grade Indian civil servants.

"His experience should be the most beneficial and advantageous part of the year.

"One thing I'm looking forward to is reading. I do a lot of reading. But most of it is the kind you have to do."

HIS OFFICE WAS filled with books. The shelves which covered one wall overflowed. Three piles of books cluttered the window ledge behind Murrow. Most of them were new, topical. Many obviously had never been opened.

His desk top was uncluttered. Pencils and pens were neatly placed in a shallow plate. Next to a water pitcher was a small tray. Sitting on the tray was a small collection of bottles of capsules, tablets. Instructions on the labels provided a time table of Murrow's medical day. Although the smoking cigaret has become his trademark, not once did Murrow reach for one during a 45-minute conversation.

HE CONTINUED:

"Also, I'll have a chance to listen. I'll meet with Nehru and other men I know . . . and don't know. I have a feeling I'm spread thin, working from memory. I want to see if I can receive instead of transmit. I want to stand on the sidelines.

"I don't anticipate any sense of frustration as a result of keeping silent.

"Writing? I don't think so. I've had some very agreeable offers. But it involves a deadline. Writing for print is sheer, bloody torture. And I simply cannot punctuate a sentence. I don't know what it would be like.

I'LL BE IN A vacuum. I may go stark, raving mad after the first few months. I've never done anything like this before. But it's a wonderful thing to anticipate. It's going to be an experiment, anyway.

"Just think, here is a period of time when not once will I be looking at the last 20 seconds as the red hand sweeps around the studio clock dial. This business does not come easily to me. The minute you finish a piece (for the air) it's gone. You're already working on the next one and you have nothing tangible to show for your effort.

"I said I would be available to CBS if anything broke. But I don't think they will call on me. I hope they don't.

ED WILL WAVE GOODBYE OFTEN
. . . newsman pla

"I'M GOING TO TRAVEL leisurely . . . by boat. I haven't
by boat since I went
in 1932.
e rang. It seemed
probably w the

most fateful in Murrow's career. He had been sent to Britain as a 29-year-old European director for CBS. He hired William L. Shirer to help him. The pair became world famous for their radio reports when Hitler moved, Murrow in particular for his:

"This . . . is London."

He finished his telephone conversation with a dinner invitation on behalf of his wife, Janet. He smiled broadly and nodded:

"THAT WAS SAM Goldwyn. What a showman. See that?"

He pointed to a framed $25 check from Goldwyn to Murrow. It was on a bookshelf. Said Murrow:

"A bet. He once thought a picture . . . not one of his own . . . would be a smash. He asked me about it. I told him I knew nothing about movies. He insisted. I finally said I thought it would appeal only to people in the film industry. Then he said I knew nothing about movies and made a bet for $25.

"AFTER AWHILE, I received that check in the mail. I keep it out to show Sam and I tell him, 'See, you know nothing about movies.'"

The news analyst, a White House dinner guest the night the Japanese bombed Pearl Harbor, thought for a moment about the most satisfying mo-

(Turn to Page 2, This Part)

Ed Murrow Seeks Year Of Silence

(Continued from Page 1.)

ment of his gem-studded career. He said:

"I had really nothing to do with it. It was one month after the Blitz started in London. I was broadcasting two and three times a day. I was trying to convince people the Londoners were casual, calm, they maintained a high degree of humor.

"I WAS ON THE street when the sirens sounded. I had started a broadcast direct to the United States. The guns started to work. And you could hear this over the microphone.

"I sat on the edge of the sidewalk. I said nothing. You could hear the unhurried footsteps of the Londoners. Right above me, two men stopped to talk. One quite casually asked the other for a light. And all the time, the sirens and guns were working.'

The conversation was about ended. Murrow said:

"You ought to come back in a year. Then I can tell you about the mistakes a tourist abroad can make.

Un-American Activities Committee

ED

228

WBBM FEB 9, 1949

ED MURROW NY

FOLLOWING IS TEXT LEAD EDITORIAL TODAYS CHI SUN-TIMES SEMICOLON QUOTE THE HOUSE UNAMERICAN ACTIVITIES COMMITTEE HAS TAKEN A COMMENDABLE RESOLUTION TO MAKE ITS PUBLIC HEARINGS MORE DIGNIFIED AND LESS CIRCUS-LIKE. IN PURSUIT OF THAT AIM, IT VOTED TO BAR FROM SUCH HEARINGS NEWSREEL, TELEVISION AND NEWS PHOTOGRAPHERS AS WELL AS ALL RADIO BROADCASTING AND RECORDING EQUIPMENT. WE WOULD APPLAUD THE INTENTION AND QUESTION THE MEANS OF EXECUTION. WHAT MAKES A COMMITTEE HEARING A CIRCUS.. A MICROPHONE OR A TELEVISION CAMERA TRANSMITS TO THE PUBLIC ONLY WHAT GOES ON. IF THE SCENE IS DIGNIFIED, THEN THE PUBLIC GETS AN IMPRESSION OF DIGNITY. IF IT IS A ROMAN HOLIDAY, THEN THAT IS WHAT THE PUBLIC GETS. FROM THE COMMITTEE,S POINT OF VIEW, ONE CAN UNDERSTAND THAT THE TRAPPINGS OF MODERN COMMUNICATION MAY SEEM LIKE A NUISANCE. BUT THE REPORTED WITH A PENCIL USED TO STRIKE PUBLIC OFFICIALS AS A NUISANCE TOO. IN A DEMOCRACY OFFICIALS JUST HAVE TO GET USED TO HAVING THEIR DOINGS RECORDED BY SOMEBODY BESIDES THEMSELVES. THE STRONGEST REASON FOR A FREE PRESS IS THAT IT IS INDISPENSABLE FOR PUBLIC ENLIGHTENMENT AND PUBLIC ENLIGHTENMENT IS INDISPENSABLE FOR A FUNCTIONING DEMOCRARY. THERE WAS A TIME WHEN PEN AND PENCIL DID THAT JOB ALONE BUT TODAY THE MICROPHONE AND CAMERA HAVE TAKEN THEIR PLACES AS IMPOJTANT MEANS OF COMMUNICATION. WHEN THESE ARE EXCLUDED THE PUBLIC,S ACCESS TO INFORMATION ABOUT PUBLIC AFFAIRS IS CURTAILED. IN A DEMOCRACY THATS NOT GOOD. AS EDWARD R. MURROW OF CBS PUT IT, THE UNAMERICAN ACTIVITIES COMMITTEE IS APPARENTLY TRYING TO ACHIEVE DIGNITY BY EXCLUDING FROM ITS PUBLIC HEARINGS "ALL REPORTERS OTHER THAN THOSE USING PEN AND PENCIL." WE CAN THINK OF A SIMPLER FORMULA. THE COMMITTEE NEED ONLY CONDUCT ITSELF IN A DIGNIFIED WAY. END EDITORIAL..

NOTE... MAILING YOU TEARSHEET, ALSO THIS EDITORIAL WRITTEN BY ROBERT LASCH, WHO GOOD FRIEND OF OURS WHEREFORE APPRECIATE IF ED COULD DROP HIM NOTE TAKING RECOGNITION OF EDITORIAL. REGARDS.

HOLLES

RECEIVED
1949 FEB -9 AM 11:59
C.B.S. TRAFFIC DEPT. N.Y.

Mail to Edw R. Murrow - NY

SUN-TIMES Talkies

By Kay Allen

THE SUN-TIMES will pay $5 for each question submitted and used. Mail questions to SUN-TIMES Talkies, 211 W. Wacker Dr.

The Question

Do you prefer the cultural advantages of a big city, or the friendly neighborliness of a small town?

(Submitted by Mrs. E. R. Kreger, Neenah, Wisconsin)

The Place

Various locations.

The Answers

Dusty Rhodes, West Side, Navy: "There are strong pro and con angles on this subject, depending on one's taste in life. For my part, though, I prefer small town friendliness and an all-out community interest. To me, it seems, that small town people take greater pride in the upkeep of their village. You feel part of the town government, not another street address. The neighbor's interest in one's sorrows and good fortunes is amazingly uplifting."

Sgt. Alex Goldman, Englewood, Army: "Having lived in a small town at one time, I don't like being shut in. Particularly where friendliness is concerned, a city just couldn't compete with a small town. When you meet an acquaintance in a small town, his greeting is sincere and warm whereas in a city a 'hello' is merely a gesture that you acknowledge a person's presence. Small town people, from my experience, aren't gossipy, they're just interested in your welfare."

Mary Lou Nummer, Bensenville, accountant: "I prefer the peace and quiet of a small town to the helter-skelter and rush, rush of a big city. However, I would like to live close enough to a big city to conveniently take advantage of the cultural life. But to eat, sleep, and live, I'll take a small town. Leaving the city after a day's work, I get a chance to breathe again."

Dorothy Mann, West Side, file clerk: "Both have their advantages, and honestly, I have no preference. The city offers more employment and a wider variety of amusements. The attitude of city people toward their neighbors is extremely indifferent compared to the small town's neighborliness. To solve the situation ideally and get both the advantages of city and small town, I'd like to live in the suburbs."

Butcher!

Opinion of The People

Only letters including name and address of the writer will be considered for this column. However, signature will be withheld upon specific request. Letters should be brief.

Points

As a former salesman for one of our leading department stores in Chicago, I read with great interest the article "Poor service, chief customer complaint."

May I suggest a few points to our salespeople to the extent that the customer will stick to them and their store, even if the competitor next door is only concentrating on special sales and bargains.

1) Give the same courtesy to your customer as you expect from him.

2) Have full knowledge of the merchandise displayed and sold in your department.

3) Get well acquainted with all new shipments.

4) Please the customer by reminding him of specials.

5) Advise the customer by mentioning matching items.

6) Follow the advertisement of your department, so you can intelligently answer your customer's questions.

These few points may help our sales people in department stores to increase the volume of their business and bring back the satisfied customer again and again.

HANS MAYER
4643 S. Greenwood

Memory

It has been truly said that memories are possession. What beautiful memories we have of him, whom we loved so deeply, our great President Roosevelt, whom we so often think of this time of year.

Great men like him can never die. His spirit and guidance, like a beacon light, will forever influence the destiny of peace-loving people all over the world. Even those so filled with hate now may, some day, learn, to realize the value of his strength and vision.

CLAUDIA K. GUSFIELD
Hotel Windermere

Taxes

I don't think new taxes are necessary because I think the government can do some economizing in the different bureaus, especially on the national defense budget.

BERNARD J. LaMARRE
21 S. May St.
Aurora

Ways of Commies

Communists in China are now demanding that Chiang and other duly elected Chinese government officials be turned over as war criminals as part of the terms of surrender. I interviewed the U.N. delegate from China last summer in New York and he told me it was the Communists who started the war. They confiscated all Japanese stores in North China and then, without declaration, made war.

Communists not only take over the countries, confiscate all goods and property, but have duly elected government officials taken as war criminals. The next step is virtual enslavement of the population.

As a writer-lecturer, who has made a study of Communism, I have interviewed leading ex-Soviet citizens, and former displaced persons in New York and Chicago, who have lived under Communism. Their stories all tally. They are bitterly anti-Communists from experience.

Wake up Americans. If the U.S.S.R. were a paradise, why would there be need of an iron curtain?

MATHILDE ERNESTINE
1405 East 67th Place

"Slow boat"

The other day I boarded an Archer Avenue express bus and paid the extra two cents so as to get home sooner. To my misfortune the driver was ahead of schedule and so we dragged along at a snail's pace. At the same time the "slow" buses that have to make so many stops, passed us up one after the other. If the CTA is going to charge an additional amount to ride the express then the passengers ought to receive their extra two cents worth.

N. K.

By the way...

Our heads are like suitcases: their value depends on what we put into them.

* * *

Opportunity seldom approaches disguised as a tempting offer.

* * *

Man's opinions of others reveal the charity of his heart.

--Shamus O'Slattery

Editorial Opinion of The SUN-TIMES

Chicago, Wednesday, February 9, 1949

How Not to Be a Circus

THE HOUSE Un-American Activities Committee has taken a commendable resolution to make its public hearings more dignified and less circus-like. In pursuit of that aim, it voted to bar from such hearings newsreel, television and news photographers, as well as all radio broadcasting and recording equipment.

We would applaud the intention and question the means of execution. What makes a committee hearing a circus? Surely not the way in which it is reported or recorded. A microphone or a television camera transmits to the public only what goes on. If the scene is dignified, then the public gets an impression of dignity. If it is a Roman holiday, then THAT is what the public gets.

From the committee's point of view, one can understand that the trappings of modern communication may seem like a nuisance. But the reporter with a pencil used to strike public officials as a nuisance, too

In a democracy, officials just have to get used to having their doings recorded by somebody besides themselves. The strongest reason for a free press is that it is indispensable for public enlightenment, and public enlightment is indispensable for a functioning democracy.

There was a time when pen and pencil did that job alone, but today the microphone and camera have taken their places as important means of communication. When these are excluded, the public's access to information about public affairs is curtailed. In a democracy, that's not good.

As Edward R. Murrow of CBS put it, the Un-American Activities Committee is apparently trying to achieve dignity by excluding from its public hearings "all reporters other than those using pen and pencil." We can think of a simpler formula. The committee need only conduct itself in a dignified way.

Your Life May Depend On This

Memorize this telephone number:

FIre 7-1313.

That is the number of the fire department. It is the number to call in a life-and-death emergency. In case of serious accident when help is needed IN A HURRY call FIre 7-1313.

Last week an infant lay strangling after swallowing a pacifier. Frantic parents tried to get aid. Neighbors finally drove the child to the county hospital. A physician removed the obstruction with long tweezers. But the child was dead.

In all of the confusion no one called FIre 7-1313. Capt. Joseph McCarthy, boss of the fire department's ambulance service, said regretfully: "We could have had a rescue squad at the scene in five minutes. Our trained experts have equipment for any emergency. Yes, they have long tweezers. They could have removed the pacifier quickly. That baby died because nobody thought to call us."

The fire department now has 10 fast ambulances, scattered in strategic locations throughout the city. In addition, there are rescue squads spotted in 12 fire stations. Last year the ambulances alone responded to 5,455 calls for help. The calls were for many reasons, and included auto accidents in which victims were seriously injured, drownings, persons overcome by gas, and even children caught in chimneys.

Most persons call the police department in cases of such emergencies. The police are under orders to relay the call to the fire department. You can save precious minutes by calling the fire department direct. Teach the number--FIre 7-1313--to your children. Teach them to dial it on a telephone as soon as they are able to dial their own number.

Your life may depend on that knowledge. Remember, when there is a life to be saved, call FIre 7-1313.

Actors All

A NEW YORK radio station planned a program on tuberculosis. It would have required the announcer to breathe in, breathe out, and then cough.

Up rose the American Federation of Radio Artists to argue that this would make the announcer an actor. The union asserted that action beyond the basic call of duty for an announcer, which is the reading of a script, transforms his status. For each cough, said AFRA, $6 should be paid; for a rousing sneeze, $12.50. The station was understandably chilly toward the idea.

If we were the arbiter of this dispute (fortunately for all concerned, we aren't) we'd decree that all announcers are actors per se.

Long ago the more elaborate radio shows blended their announcers right in with their casts of characters. Plenty of announcers obviously are playing parts, even while just reading. All of them speak their speeches, as Shakespeare's Hamlet advised his actors, "trippingly on the tongue." And surely a television announcer without definite histrionic talent just isn't going to last long.

Next case, please.

TELEVISION

By MAURICE WIGGIN

It's Later Than They Think

THE incessant voices recede and return, beating like surf on the margin of consciousness. Grey flat faces, unbeautiful, concerned, deeply worked by thought and strain, swim in and out of focus. It will soon be midnight.

You twitch yourself awake with a spasm of will and hang on to the argument like a rope. Painfully it pulls you up out of the undertow that was sucking you down into oblivion. "Fallout" is coming to an end—eighty solid minutes of close-packed fact, argument and counter-argument. Surely one of the most thorough, fine-grained investigations ever made for television, "Fallout" was made by C.B.S. (commercial!) for an American audience. But it is just as relevant here. As Ed Murrow says, without a trace of that smile, the decision to go on exploding atom bombs, or not, is ultimately our own, and it must be based on knowledge.

✦ ✦ ✦

A PITY that so tough a feature, demanding and entirely deserving the closest attention, should be put out from 10.30 to 11.50 p.m. Of course "Sportsview" is easier to watch: but would the sportsmen not have waited, just for once, until the big issue had been debated? But perhaps the majority audience is more alert and assiduous at 10.30 than I am, and can take "Fallout" in its stride after the entertainments of the evening. Perhaps the B.B.C. believe that. Or perhaps they believe that the majority would switch off (or over) whatever time they put it on.

On the previous evening I had felt the same twinge of chagrin when another fine instalment of the B.B.C.'s six-part series on evolution, "Five Hundred Million Years," came on at 10.20 p.m. However, at any time of night this is a fascinating series: calm, clear, and cold. It is tranquillising to regard the almost unimaginable reach of time, and admiration for the human reason that [illegible] and transcends it con[illegible] the accentuated [illegible]

ERICH AUERBACH

David Oistrakh, reputed to relax the moment he puts down his violin, enjoys a game of chess backstage at the Festival Hall with the New Zealand violinist, Alan Loveday, under the critical gaze of the 'cellist of the Oistrakh trio, Sviatoslav Knushevitsky.

power to erode the waste land of indifference. In ITV's adequate production Mr. Albert Dekker registered his second strong performance over here in a Miller play.

Seen in the shadow of genius ordinary works look like artisans' incongruous huts huddled before a cathedral in the making. Yet there have been a few unusually bright efforts just recently. Dramatically, the focus of the week has shifted from Sunday: even Fridays and Saturdays now produce plays well worth seeing, as often as not. One such was a rather rough-hewn and zealously topical exercise on Cyprus, "Blood On Whose House?" (ITV). The title gives a very fair indication of the "dramatised-documentary" level of the writing, but at least [illegible] plete conviction in a territory which, as everyone who sees much television knows, is largely unmapped.

Miss Jacqueline Mackenzie and Miss Lorrae Desmond are a talented pair with complementary skills. It was a good idea to team the barbed mimic with the gentle singer, to set them up in a flat and let them loose on a world of bizarre adventure. Alas for good intentions, the girls can do nothing with their truly dismal script. It made them much less entertaining than that exciting search for the Loch Ness monster with echo-sounding apparatus. If nothing more inventive is forthcoming, the girls had better forget about plot, put their feet up and spend an evening in singing and taking-c[illegible] their friends and thereby ent[illegible] taining themselves [illegible]

RADIO

Seduction

By ROBERT RO[illegible]

WERE a pollst[illegible] to ask me [illegible] gramme I [illegible] finding absolut[illegible] joyable, I sh[illegible] French on t[illegible] work Three [illegible]

It is a [illegible] Here you [illegible] men wh[illegible] French, [illegible] ness. [illegible] as re[illegible] hard [illegible] you [illegible] T[illegible] fic[illegible] y [illegible]

SUNDAY'S RADIO PROGRAMS

Today's Highlights

10:05 A. M.—WCBS. Let's Find Out; Mayor Wagner.
10:30 A. M.—WNYC. Direct Line; Dr. Leona Baumgartner.
12:30 P. M.—WNYC. Spotlight on Delinquency.
2:00 P. M.—WCBS. Pro Football; Giants-Steelers.
2:30 P. M.—WNYC. Mayor Wagner's Press Conference.
5:35 P. M.—WOR. Reporters Roundup.
7:00 P. M.—WINS. Hockey; Rangers-Black Hawks.
9:00 P. M.—WNYC. Campus Press Conference; Citizen's Budget Commission Director John Leveen.
9:30 P. M.—WCBS. Face the Nation; Laos Prime Minister Phoui Sanouikone.
10:32 P. M.—WRCA. Meet the Press; Govs. Edmondson, Hatfield.
10:50 P. M.—WMGM. Hear This; State Tax Commissioner Joseph Murphy.
12:00 Mid.—WRCA. Open Mind; Margaret Mead, others.
12:30 A. M.—WRCA. Searchlight; State Controller Arthur Levitt.

[illegible]

5:30—WPAT. THE NEWS.
WOR. Serenade.
6:00—WRCA. Music.
WPAT. Morning Show.
6:30—WRCA. News; Music.
WPAT. THE NEWS.
7:15—WRCA. St. Francis Hr.
7:30—WRCA. Book Carnival.
WPAT. THE NEWS.
WCBS. Bless This Day.
WOR. Marian Thos.
7:45—WRCA. Christian Sci.
WABC. Dudley Goff.
8:00—WRCA. News.
WPAT. Leg. Report.
WABC. Bible Class.
WCBS. News.
WOR. News.
8:15—WRCA. Kinlinger.
WPAT. THE NEWS.
WABC. Temple Time.
WCBS. Lassy Rust.
WOR. Spts.; Studio X.
WNYC. Delinquency.
1:00—WRCA. News; Parallel.
WABC. W. W. Ayer.
WCBS. News.
WOR. News; Studio X.
1:20—WCBS. Dick Noel.
1:30—WRCA. Lutheran Hr.
WPAT. THE NEWS.
WABC. Revival Voice.

[illegible]

2:00—WRCA. Monitor.
WABC. Oral Roberts.
WCBS. Giants-Steelers.
WOR. News; Studio X.
WABC. Ervin Neale.
WCBS. Gunsmoke.
WOR. Music.
7:00—WRCA. Monitor.
WPAT. Gaslight Revue.
WCBS. News.
WOR. Billy Graham.
WINS. Rangers-Hawks.
7:10—WCBS. Mitch Miller.
7:30—WPAT. THE NEWS.
WABC. Pilgrimage.
WOR. Revival Hour.
8:00—WABC. Tabernacle.
WCBS. World Tonight.
WOR. Lutheran Hr.
8:15—WCBS. Sports.
8:20—WCBS. Carlyle Orch.
8:30—WPAT. THE NEWS.
WOR. Back to God.
8:45—WCBS. Explorer.

[illegible]

9:00—WRCA. Monitor.
WABC. Prophecy Voice.
WCBS. News; Music.
WOR. News.
WNYC. Campus Press.
9:15—WOR. Jean Shepherd.
9:30—WPAT. THE NEWS.
WABC. They See.
WCBS. Face Nation.
WOR. Sports.
9:35—WOR. Jean Shepherd.
10:00—WRCA. Billy Graham.
WABC. Way of Life.
WCBS. News.
10:05—WCBS. Learning Invite.
10:15—WABC. Behind News.
10:30—WRCA. News.
WPAT. THE NEWS.
WABC. Revival Time.
WCBS. Salt Lake Choir.
10:32—WRCA. Meet Press.
11:00—WRCA. News.
WPAT. THE NEWS.
WABC. News; Choir.
WCBS. News.
WOR. News.
11:05—WPAT. Encore.
11:15—WRCA. Traveler.
WCBS. Sapho Trio.
WOR. Jean Shepherd.

Murrow TVs 'CBS Reports'

Whether you call it luck, or sixth sense, or just a highly developed nose for news, the team of Edward R. Murrow and Fred W. Friendly have always shown an almost uncanny sense of timing through-

Edward R. Murrow

out their long career of producing television actuality programs.

In the final season of "See It Now," for example, they presented "The Great Billion Dollar Mail Case"—about the nearly one-billion-dollars-a-year deficit in our Postal System—shortly before Congress granted the Post office a long-awaited increase in postal rates. Later, in March of 1958, Ed and Fred presented "Statehood for Alaska and Hawaii?" before, not after, the Senate, in June assured Alaska of statehood by approving legislation already passed by the House.

Missile Story

Next Tuesday on "Biography of a Missile," Murrow will be seen in a blockhouse at the Redstone Arsenal at Huntsville, Alabama, with a scientist named Dr. Wernher von Braun, currently on the front pages of the nation. In this Murrow asks the missile expert "is there any limit to the size of the object you scientists can hoist up there (into space)? Von Braun answers, "No, the only limitation that I know of is the tax-payer."

"Biography of a Missile" is the opening program in the long-awaited "CBS Reports" series of hour-long current events broadcasts to be offered in prime nighttime hours (10-11 P. M.). Friendly, as executive producer for the series says the main reason for his choice of topics (rockets, space, the world's exploding population, progress, cancer, etc.) is that he and the top management at CBS are genuinely concerned over the people's "need to know." He feels that since television can inform so superbly, it must—and at peak viewing hours.

TIME

THE WEEKLY NEWSMAGAZINE

TV'S EDWARD R. MURROW

This Is Murrow

(See Cover)

Amid the trite and untrue that shed a honky-tonk glare from the nation's TV sets come moments that pierce reality and live up to television's magic gift for thrusting millions of spectators at once into the lap of history in the making. As television moved this week into its second decade, chances were that some of the best of such moments in the new season would come from a dark, high-domed man with a hangdog look, an apocalyptic voice and a cachet as plain as his inevitable cigarette. His name: Edward R. (for Roscoe) Murrow.

Many have come and many have fallen in TV's growth to immature maturity, but CBS's Ed Murrow, 49, marches on as TV's top journalist. Six years after his *See It Now* pioneered the technique for capturing the sights and sounds, persons and events that shape the news, it is unchallenged by any newer or better technique for exploiting TV's potential or overcoming its shortcomings. The combination of brains, integrity, attractiveness and showmanship that makes him such an effective journalist also establishes Murrow, in his role of star on the trivial but popular *Person to Person,* as one of TV's five top-rated entertainers.

By the Ears. From his pinnacle atop the nation's TV antennas, Murrow commands a huge circulation. The monthly *See It Now,* which starts its new season next week (Sun. 5 p.m., E.S.T.), draws viewers in a Nielsen-estimated 3,850,000 homes; his *Person to Person* (Fri. 10:30 p.m., E.S.T.), now in its fifth year, flickers weekly into more than 8,300,000 homes, and his ten-year-old radio broadcast, its audience shrunken by TV competition, still enables Murrow to get more than 1,000,000 Americans by the ears every weekday evening at 7:45, E.S.T.

In prestige and awards, he outrates anybody in TV. He has been laureled not only with eight honorary degrees, but four colleges (one of them: his alma mater, Washington State) have offered him their presidencies. In addition, he has been showered with nearly 100 assorted prizes and honors, including so many George Foster Peabody Awards for various feats that the Peabody judges gave him another just for "being himself."

Elliott Erwitt—Magnum

"See It Now's" Murrow & Friendly Monitoring Nehru
Descendants of unhurried footsteps.

The VIP's VIP. Murrow was the author of TV's most explosive telecast: the March 1954 show that indicted Joe McCarthy out of the Senator's own mouth in film clips. He did not bother to clear the show in advance with CBS, and in turn CBS decided retroactively that it had lent Murrow the network's right to editorialize. The network lists him only as one of its hired hands, but Murrow is something of a power in himself, with his own generously financed domain and the strong personal loyalty of key CBS news staffers. His unique status stems from 1) his close friendship with Board Chairman William S. Paley, with whom he deals directly, 2) his onetime role as a major architect of its news staff and policy, and 3) the hard fact that if CBS ever loses him, it will be NBC's gain. CBS pays him well over $300,000 a year. To a questioner who demanded at a stockholders' meeting why he got more money than Paley or CBS President Frank Stanton, the board chairman himself replied: "His value seems to be higher."

Apart from his rating in television, Murrow is a VIP's VIP. After dinner at the White House on Dec. 7, 1941, Franklin D. Roosevelt confided to him just what losses the Japanese had inflicted at Pearl Harbor that morning. When his broadside against McCarthy provoked the Senator to counterattack, President Eisenhower pointedly described Murrow as his friend. Carl Sandburg calls him a poet. He is a longtime friend-at-the-bar (Scotch, a little water, no ice) of Sir Winston Churchill. Interviewer Murrow is often more celebrated than the celebrities on *Person to Person,* sometimes must work to bridge the gap. When Rocky Graziano appeared, he urged the prizefighter to call him Ed. Replied Graziano on the air: "Oh no, Mr. Murrow, I can't do that."

Wide & Weird. The world of electronic journalism that Murrow bestrides runs a course far wider than the one from the tabloids to the *Times* and weirder than anything in between. It echoes with the weepy singsong of Gabriel Heatter, still broadcasting after 32 years, the now-stilled, intelligent frog croak of Elmer Davis, the cocksureness of Fulton Lewis Jr., the literate wit of Eric Sevareid, the pear-shaped tones of Lowell Thomas. Gone now from radio is Winchell's clattering telegraph key and breathless bleat; too seldom heard is aging (79) H. V. Kaltenborn's clipped assurance. The news comes by short wave and on tape, the newsmen in snazzy ties and boutonnieres (ABC's popular John Cameron Swayze), and even in pairs (NBC's intelligent and informative duet, earnest Chet Huntley and wry David Brinkley). TV's journalists flit all over, like the technically muscle-flexing *Wide, Wide World,* or work in a simple star chamber, like Interviewer Mike Wallace. On too rare occasions, the newsmakers themselves step before the cameras: Kefauver dueling with a faceless Frank Costello, John McClellan patiently at work on Teamster Jimmy Hoffa and his voluble forgettery. Daily, the networks pour money, manpower, miles of cable and film into an often losing race to outdistance the spoken word.

What gives Murrow his big edge in prestige and following over his rivals? He does not write so well as his own colleagues Sevareid and Howard K. Smith, or ad-lib with the graceful ease of ABC's John Daly, CBS's Walter Cronkite and Robert Trout, or analyze the news with the pungency of ABC's Quincy Howe. As a reporter, he is not always as knowledgeable as ABC's Edward P. Morgan. Murrow's pontifical superficialities in his pundit's dialogue with Sevareid in CBS's presidential-election coverage last year sounded as if he had worked too much with the top of his head and not enough with his legs. As a digger and ferret, he is no match for NBC's Martin Agronsky or CBS's Richard Hottelet.

As an interviewer, Murrow's reputation suffers from the insipid conversations he conducts on *Person to Person* (and even

some of his *See It Now* interviews show a lack of the flexibility to follow up an opening instead of going on to a prearranged question). *Person to Person* (sponsors: American Oil Co. and Hamm Brewing Co. alternating with LIFE) makes its pitch mainly to viewers who want to rubberneck in celebrities' homes. It deliberately casts Murrow, sitting in a Manhattan studio, as a discreet electronic guest whose job is to make polite chit-chat, not ask probing questions. Murrow's own discomfort is sometimes visible, but he sold *Person to Person* as a package to CBS this year in a capital-gains deal, thus is undoubtedly committed to go on with it. The show does have what one frequent viewer calls an "idiot fascination," and it is a prime moneymaker for CBS.

One big answer to the question of Murrow's supremacy is that, in TV, Journalist Murrow deliberately by-passes the challenge of the spot news; he lets others try to work out—if ever they can—a way in which TV can cover the day's events as effectively as radio, which not only beats TV on most news but provides more of it. The rest of the answers are more personal: one is what TV hucksters call sex appeal. Murrow is tall (6 ft. 1 in.) and compact (175 lbs.). His saturnine good looks and taut doomsday voice project virile authority. *Person to Person,* which also displays his urbane charm and ready smile, attracts far more women than men viewers, according to Trendex surveys, and in deference to this finding *Person to Person* technicians (so far unknown to Murrow) are now under orders to adjust camera angles and lighting to compensate for the latest recession in his hairline and to make the most of his expressive hands.

Furrows in Murrow. As a performer, Murrow has expert technique. During the blitz, when he served as Britain's Boswell, his "This [pause] is London" carried the thrill of Britain's finest hour across the Atlantic. His timing can make silence more eloquent than words. Between his ominous tone and his spare, understated writing springs a tension suggesting that, as one listener put it, "he knows the worst but will try not to mention it."

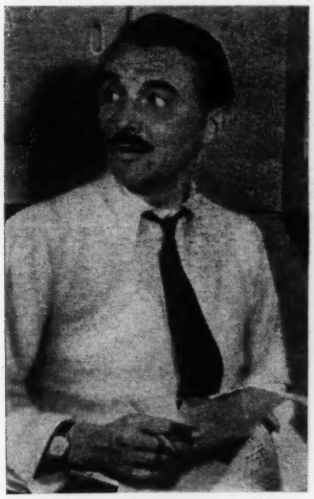
Beyond personality and technique, Murrow's persuasiveness is rooted in a prickly social conscience and a sense of mission about keeping people informed. An NBC cynic has versified: "Nobody's brow furrows like Edward R. Murrow's." Murrow's worried look is genuine. "He internalizes world events," says a friend. "They flow right through him like a stream. The fall of Britain would have been as meaningful to him as the loss of a child to one of us." This outsized sense of responsibility fills Murrow's work with conviction and sincerity. Says a colleague: "Above all of us in this business, Ed Murrow is the one who can make serious matters appeal to large audiences."

Alarms & Excursions. Beyond that, as solid a reason as any for Murrow's edge is simply that he is a fine reporter with sight and sound; he has a gift for capturing actuality in its moods and nuances as well as its meaning. Many a veteran of printer's ink has been, in the words of one of them, "faintly scandalized that such good reporting can be done by a man who never worked on a newspaper in his life." Fellow reporters have nicknamed Murrow "the Professor" after his academic past and "the Bishop" for his solemn cadences, but they agree with Walter Lippmann that he is "really first rate."

Murrow's alarms are almost always matched by his excursions to the scene of the news. He covers his stories with an intensity that courts exhaustion and a passion for physical danger that is the despair of his friends and employers. Says his friend and boss, Bill Paley: "You could almost call it a drive to self-destruction. He's never happy unless he's working. When he looks like death, that's when you feel a happy glow."

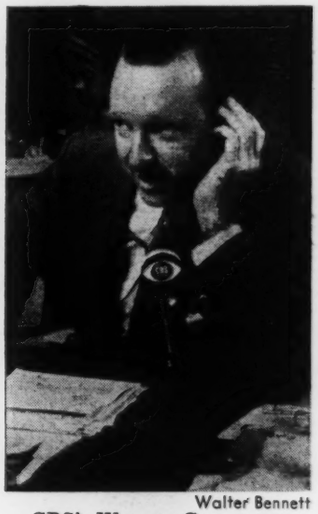
He covered the London air raids from the streets and rooftops, made a point of

"PERSON TO PERSON'S" MURROW VISITS THE ROBERT KENNEDYS
Hosts to rubberneckers.



ABC'S EDWARD P. MORGAN

NBC'S CHET HUNTLEY & DAVID BRINKLEY
Heirs to a challenge.



Walter Bennett
CBS'S WALTER CRONKITE

THE MURROWS AT PAWLING
Lost: a weekend.

dining under a skylight in a Soho restaurant. Against CBS orders, he went on 25 bombing missions over Germany and broadcast from a British minesweeper in World War II. He has rushed to floods, tornadoes and hurricanes, made three different trips to cover the Korean front—one during his month's vacation—and once had to be hospitalized for exhaustion on his return. Last season, between interviews with Nasser in Cairo, Chou En-lai in Rangoon, and Tito on the island of Brioni, he dashed off to cover the Suez invasion.

"The Little Picture." Murrow's zest for chasing fire engines on a global scale sometimes forces him to commute across oceans to keep his weekly date on *Person to Person*. By the time the show's technicians have torn their five tons of equipment out of a visited celebrity's home, Murrow may be on a plane to Washington to lay the groundwork for a new *See It Now* or closeted in a projection room to edit film for one already in work. At the end of a routine day's conferring, writing, filming or reporting, he must also make his nightly radio deadline—"This [pause] is the news." Murrow has little interest in food ("He could eat scrambled eggs three times a day," says an associate), gets four or five hours sleep a night, manages at best two weekends out of three with his wife Janet and his son Charles Casey, 12, at his 280-acre farm at Pawling, N.Y., close by the estates of his occasional golfing friends, Lowell Thomas and Thomas E. Dewey.

For all of Murrow's outpourings of energy, *See It Now* is a complex team operation. Almost as important to the show as Murrow is big (6 ft. 2 in.), bustling Co-Producer Fred W. Friendly, 43, who went to work with him eleven years ago after proposing the idea for their *I Can Hear It Now*, a replay from the recording files of voices and history of 1932-45, brought out by Columbia Records. The record and its sequels led to a radio program, and then to the TV show. Without film training or TV experience, Murrow and Friendly together worked out the *See It Now* technique for getting at the heart of current issues and problems by narrowing their focus on "the little picture"—the human beings intimately involved.

Twenty to One. The technique, which borrows from radio, movie and printed journalism (and owes a huge debt to THE MARCH OF TIME, which made the mold for film journalism), is the most realistic reporting yet devised for documentary film. Unlike any documentary before it, *See It Now* sends its cameras after a story without any script, shoots everything with sound, never dubs afterwards, never rehearses an interview, shoots as much as 20 hours of film for one hour of the final product—a ratio greater than any other TV show, newsreel or Hollywood itself. The method is costly in effort and money—$100,000 a show (plus $75,000 for TV time). Though Sponsor Pan American World Airways picks up part of the tab, CBS loses money on the program. Murrow and Friendly may spend as much as a year preparing a single show, *e.g.*, *Automation, Weal or Woe?*, or follow a breaking news story on two hours' notice and come back with the memorable *Clinton and the Law*.

Last week one of *See It Now's* four full-time field teams (each consists of a reporter-director, cameraman, assistant cameraman and sound man) finished a job in Alaska for a show on Alaskan and Hawaiian statehood and flew to Tokyo to join Marian Anderson on a three-month tour of Southeast Asia. Two teams were finishing film for next week's show, *The Great Billion Dollar Mail Case*, a critical look into the U.S. Post Office. A fourth crew was filming in Europe. In Manhattan headquarters, Friendly pruned incoming footage for perusal by Murrow and began a first draft of next week's narration. Says Friendly, who suffers a severe case of Murrow-worship, a malady rife in the TV world: "My relation to Ed is that of first sergeant. He's the company commander. Everything I edit I edit with Ed's eyes. I write with his fingers." He denies what many pros say—that he gets too little credit: "I get a lot of credit that belongs to Ed."

Eye & Ear. Each show grows first out of hours of talk by Murrow and Friendly. Friendly then briefs the staff, sometimes in a jointly signed memo. After years with *See It Now*, the staff has soaked up the kind of perceptiveness for human and atmospheric detail that Murrow showed in wartime London when he dramatized the blitz with such tellingly simple touches as the sound of unhurried footsteps, caught by his microphone on the sidewalk as Londoners walked calmly to their air raid shelters.

When Murrow and five teams made the eloquent *This Is Korea—Christmas, 1952*, the Murrow-and-Friendly advance memo explained: "We want to portray the face of war and the faces of the men now fighting it . . . The best picture we could get would be a single G.I. hacking away at a single foxhole in the ice of a Korea winter . . ." Murrow brought back the vivid sight and sound of a marine's shovel rasping futilely at the earth. Other memorable *See It Now* moments for eye and ear: a Buchenwald tattoo on the arm of an Israeli jet pilot; a "rehabilitated" Mau Mau warrior singing *Onward, Christian Soldiers;* the ding of a bullet taken out of a G.I.'s spine as it was tossed by the surgeon to a nurse and dropped into a cup in her hand.

In the gap left in news-in-depth reporting when *See It Now* abandoned its weekly schedule of half-hour shows two years ago for monthly hour-long shows, all three networks have tried to use something of its approach. Though such programs as NBC's *Outlook*, CBS's *World News Roundup*, ABC's *Open Hearing* are often well done, they suffer from a lack

CBS BOSS WILLIAM PALEY
Found: a happy glow.

of *See It Now's* huge budget, its lavish shooting, its long experience. They also lack Edward R. Murrow.

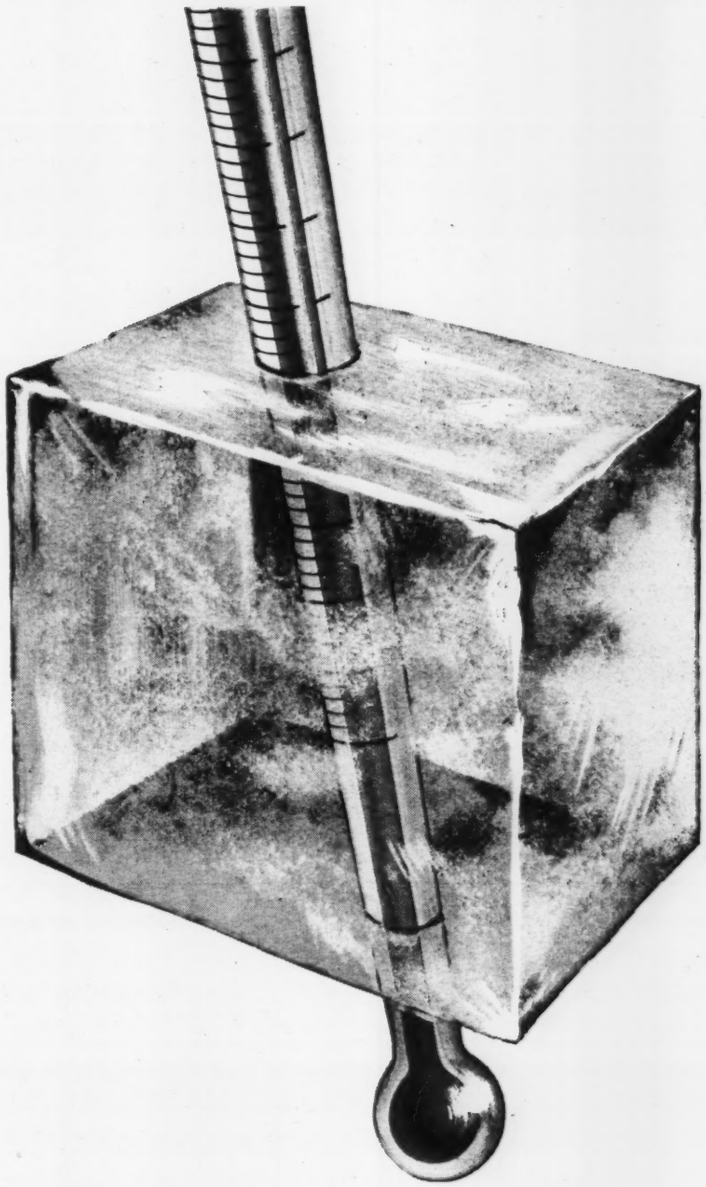
"Foghorn Voice." Murrow, who lives on Park Avenue and gets his suits from a Savile Row tailor, started out, on April 25, 1908, named Egbert, the son of a tenant farmer, in a log-slab house near Pole Cat Creek in North Carolina's Guilford County, twelve miles south of Greensboro. He was the youngest of Ethel and Roscoe Murrow's three boys. The eldest, Lacy, rose to be an Air Force brigadier general in the 18th Tactical Air Command, and is now a transportation consultant in Washington. The other, Dewey, is a contractor in Spokane. "I had one pair of shoes a year," says Ed Murrow. "I can't remember when I didn't have to work."

When he was five ("a fat little boy with a regular foghorn voice," recalls a cousin), the family moved to Blanchard, Wash., 70 miles north of Seattle, where his father (who died two years ago) became a locomotive engineer in a logging camp. Ethel Murrow, now nearing 80, was a frugal, hard-working Methodist who read her boys a Bible chapter every night until they went off to college. She wanted Egbert to be a preacher; he now regards religion as "more ethics than faith." She recalls him as a lad with a strong sense of duty and determination, who could not wait to grow up to his brothers' level. Typically, when a photographer was once posing the two brothers in their school clothes, little Egbert, not yet old enough for school, grabbed a book and crashed the picture with a mature scowl (*see cut*). He began earning money at 15. At 16, when his boss in the logging camp began calling him Ed, he gladly dropped the Egbert.

Academic Fringe. At Edison High School young Murrow won the school's popularity contest, graduated at the head of his class. In Washington State College, as a speech major, campus politician, actor, debater and R.O.T.C. cadet colonel, he honed his voice, enunciation and speaking technique, made Phi Beta Kappa.

For five years after his graduation, Murrow hustled on the academic fringe, first as $25-a-week president of the National Student Federation, then as assistant director of the Institute of International Education. The jobs entailed speechmaking on 300 U.S. campuses, European travel, arranging international student exchanges. Firsthand glimpses of the rise of Hitler in Germany appalled Murrow. He joined an emergency committee that helped to bring 288 displaced German scholars to safety. "It was the most satisfying experience I ever had," he says. During the same period, on a train to a student conference in New Orleans, he met a pretty Mount Holyoke graduate named Janet Brewster. They were married in 1934.

A year later CBS hired him as its director of talks and education, and in 1937 sent him to London as "European director," a one-man foreign staff charged with arranging cultural programs. As an



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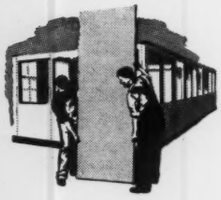

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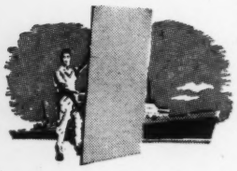

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assistant on the Continent, Murrow hired from the now-expired Universal Service a newsman named William L. Shirer. Soon the two switched from "cultural stuff" to report the Austrian *Anschluss,* and then, as Europe hurtled toward war, Murrow began hiring the core of what is still the best news staff of the networks. Among the "Murrow boys," as CBS calls them: Eric Sevareid, Larry LeSueur, Charles Collingwood, Richard Hottelot, David Schoenbrun and Bill Downs.

The war made Murrow one of radio's legends. In New York, CBS staffers formed a Murrow-Ain't-God Club so they could view him with proper detachment. (When Murrow got wind of it, he demanded charter membership.) His vivid picture of Londoners under fire stirred the heart of the U.S., stands as one of the war's memorable reporting jobs.

Head-On Clash. Back home, Murrow became CBS vice president in charge of news. After a year and a half he decided that he did not like paper work, budgets, and "most of all, I didn't like firing people." Before he went back to broadcasting with a $150,000-a-year sponsored news show, he took a hand in writing what is still the network's policy forbidding its news analysts to inject editorial opinion into their "objective" interpretation. After Bill Paley added him to the CBS board of directors in 1949—a post he held until 1955—Murrow eyed TV even more distrustfully as a platform for a newsman's personal opinion. He asked in a memo: "Is it not possible that . . . an infectious smile, eyes that seem remarkable for the depths of their sincerity, a cultivated air of authority, may attract huge television audiences regardless of the violence that may be done to truth or objectivity?"

Broadcaster Murrow does not practice the objectivity that Policymaker Murrow preached. He could be accused of using the word "objectivity" sloppily. For, like any other journalist worth his salt, Murrow concedes that, for all the lip service paid to it, there is no such thing as true objectivity in handling the news. The job as he sees it, is "to know one's own prejudices and try to do the best you can to be fair." He admits to open violations of the CBS policy, notably in some sharply partisan *See It Now* shows on civil-liberties issues. The climax was the McCarthy show —and an uproar that produced 50,000 letters, phone calls and wires (four to one for Murrow, by CBS's count). In defense of such violations, Murrow says that "most of the time" he has forthrightly identified them as such on the air.

Yet on his nightly news show, Murrow conveys, by his choice of items and his showman's command of tone of voice, the news as Edward R. Murrow wants it to be understood. Example: on the State Department's obstacles to travel of U.S. newsmen to China, Murrow's reporting has dripped with disapproval. The Murrow aphorism ("A Word for Today") that closes the newscast is often chosen to make an editorial point. Something as simple as a *See It Now* shot of a subject's grimace or surreptitious scratch

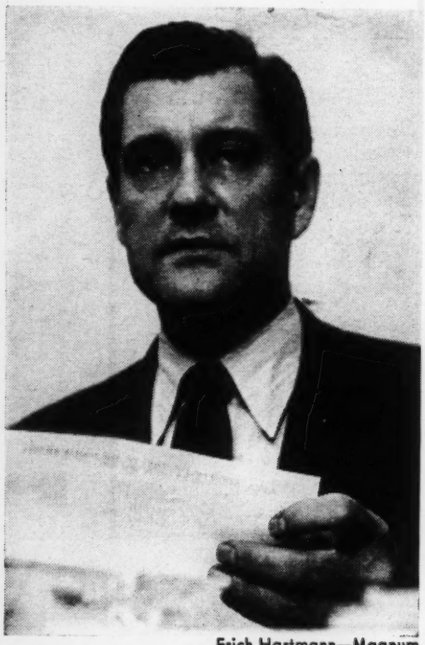
EGBERT MURROW (LEFT) & BROTHERS
A picture crashed.

can carry as much condemnation as a Chicago *Tribune* editorial.

Murrow admits to prejudices shaped by his background; he tends to favor labor, farmers, Britain, underdogs (and, in the opinion of some Republicans, Democrats). He says he owes allegiance to no party. He speaks often of the rule of law and the right of dissent. But the enormous impact of his few overtly controversial broadcasts during the McCarthy era has given him a reputation for the kind of partisanship that he usually succeeds in keeping under control.

Spread Thin. A few who have known him for years think that Murrow has grown vain and pompous—an impression that his style also induces in some of his audience. Vanity is an occupational hazard that a performer has to watch as a woman watches her weight. Living in a swirl of hero worship, Murrow is obliged to recall the Murrow-Ain't-God Club. He smokes too much (three packs of Camels a day), is still gnawed by nerves before every broadcast; even in the air-conditioned studio, doing his radio show, he drips sweat and jiggles his legs tensely. He is a procrastinator and a soft touch. He has little small talk in social conversation. He has an intemperate streak that pushes him beyond sensible limits in poker playing, makes him work 40 hours at a stretch in a projection room or overdo the plowing on his farm. Sometimes in company he drifts off into trancelike gloom. Though he can be an amiable companion to the bottom of the bottle, he has a reserve that keeps his closest friends at arm's length. "I've never had any intimate friends," he once confided. "If I were in serious trouble, I would have trouble knowing where to turn."

In his TV career Murrow has become more of a performer and an editor, something less of a reporter and a creator. He is spread thin by three shows. The news roundup on his radio program has always been written by an assistant, but for the last four years ex-Broadcaster Raymond Swing has had a big hand in preparing the interpretive "end piece" that Murrow used to write alone. *Person to Person* was thought up by Co-Producers Jesse Zousmer and John Aaron (formerly associates on the radio news show), and they leave Murrow little more to do than the viewer sees on the screen. The workaday brunt of *See It Now* is borne by Friendly and staff. Murrow's role keeps him from doing as much legwork as a good reporter should. He knows it, and his forays to the news fronts are spurred by the strongly felt need to replenish his credentials with the raw facts.



Erich Hartmann—Magnum
CBS's ERIC SEVAREID
A pilot grounded.

Work & Play. Murrow sometimes talks wistfully of quitting for six months or a year just to "keep silent, listen in on myself." As a man who "never learned how to play," he also would like more time for his hunting (he is a good wing shot), fishing and golf (lefthanded). He has little time now to enjoy his money, is uneasy about the celebrity that has robbed him of his anonymity in streets and restaurants, and he wears the burden of being unable to be very proud of the medium in which he works. Murrow thinks that TV at large threatens to become an "opiate" and that the network managements lack "guts." His son Casey is permitted to watch TV only half an hour a day.

But almost in the same breath that he talks of quitting, Murrow may spout plans for big new projects. Forthcoming on *See It Now:* the peaceful uses of atomic energy; the best from an eight-hour Murrow interview with Harry S. Truman. Murrow and Friendly have made an exciting pilot film of a new TV show called *Small World,* starring not Murrow but "my colleague" Eric Sevareid, which will present personalities in different parts of the world, joined in conversation through radio circuits and simultaneous movie photography. (But viewers may not see it: so far, CBS has been unable to sell it to a sponsor.) He wants to put a crew on the caboose of a freight train and let the cameras grind all across the U.S.

Murrow's success is, by its lopsided domination, a reflection on the state of TV journalism as a whole. For all its variety and originality, his achievement also leans hard on formula, and TV's trail is littered with the remains of formulas dead of overexposure. The fact that nothing new or exciting is in view to take Murrow's place is explained in great part by the nature of television. It is primarily an adman's medium conceived in escapism and dedicated to the proposition. Its role in communicating information plays second fiddle to the canned comedies, saddle-soap operas and variety shows. In its daily efforts to cover the news, television has not really made up its mind what it is trying to do. TVmen are exhilarated by their technological power to reach at one instant into almost every living room in the U.S., yet timid about using it to edify. So far, for all the earnest thought and energy that is devoted to it, electronic journalism has illuminated with bright flashes but few steady beams of light. Perhaps that is the best it is destined to do.

Press Clippings

Murrow Tells Of Flying Into 'Edna's' Eye

NEW YORK, Sept. 10 (INS). An eye witness view of Hurricane Edna was broadcast tonight by CBS Commentator Edward R. Murrow who flew through the storm and into its calm "eye" Thursday aboard a B-29 of the Air Weather Service.

A partial text of his broadcast follows:

". . . The B-29 began to shudder. It was a twisting motion. The co-pilot said, 'I think we're in it.' The pilot said. 'We're going up.'

"Although every control was set to take us down, something lifted us up about 300 feet. Then the pilot said, 'We're going down,' although he was doing everything humanly possible to take us up. Edna was in control of the aircraft.

"We were on an even keel but being staggered by short, sharp blows. Then we hit something with a bang that was audible above the roar of the motors—a solid sheet of water.

"Seconds later, brilliant sunshine hit us like a hammer; someone shouted, 'There she is,' and we were in the eye.

"Calm air, flat, calm sea, below; a great amphitheater . . . round as a dollar, with white clouds sloping up to 25 to 30 thousand feet . . .

"Someone, I think it was the right scanner, shouted, 'So help me, there's a ship down there,' and there was — right in the center of the eye. We guessed her to be a 10-thousand-ton merchant ship, moving very slowly in that calm water . . . she appeared to be in no trouble ,but trouble was inevitable some time, because she was surrounded by those cloud mountains and raging water.

"The eye was 20 miles in diameter. We went down to 15 hundred feet and flew back and forth across it, making shallow penetrations of the storm area . . .

"The civilian weather officer aboard looked at Edna with a clinical eye and said, "She's a copyboy hurricane — beautifully formed.'

". . . The engineer reported some trouble with the number three engine. We climbed to 10 thousand feet and into the wall of whi that surround wind was n out as a navigat we

Associated Press

Lake Conqueror

Sixteen-year-old Marilyn Bell smiles happily in Toronto yesterday after resting from her 32-mile swim across Lake Ontario—the first person to accomplish the feat. She was in the water 21 hours.

MUTILATED PAGE (s)

Programs - March 13-19

TV DIGEST & GUIDE

15¢

PENNA. EDITION

Private Life Of A
PRIVATE EYE

A Day With
JANETTE DAVIS

In the realm of world news the name EDWARD R. MURROW stands at the top

EDWARD R. MURROW, ace newsman who is known to more people than perhaps any reporter in the history of the Press, has never been a newspaperman. What he learned about reporting he learned by doing, by being the man on the spot when news was breaking and feeling obliged to get that news to the world.

He was born, however, with the one essential for a good reporter: insatiable and unflagging curiosity. The tricks of the reporter's trade he picked up from some of the best reporters of our time—men like Ernie Pyle, "Red" Knickerbocker and a score of others with whom he covered for the radio the most important events of the war and post-war years.

Education of Man

Murrow is essentially an educator—and his ("See It Now") telecasts are educational in purpose—to give the average man a broad knowledge of the exciting world in which he lives.

It did not come as a surprise to this reporter, therefore, when Murrow confessed that some day he would like to be a college professor. The academic life has always attracted him. He seemed well launched on the path to an educational career, when he was caught up in the news broadcasting net.

Murrow was in Europe as director of Talks and Education for CBS, en route to Poland to set up a children's broadcast for a CBS School of the Air program, when the Nazis marched into Austria. The children's program never came off. Murrow flew to Vienna in a plane he hired for $1000, and watched the Nazi troops enter the Austrian capital. He broadcast what he witnessed to America.

That was the beginning of his reporting for the air waves. Since then he has covered the Anschluss, the Munich pact, the London blitz, the North African and European campaigns of World War II and the Korean war. An intellectually modest man, Murrow makes no claims to omniscience. He prefers to think of himself as a "reporter." "A commentator is a kind of oracle," he says, "and I am never so sure I'm right."

Although Murrow claims that he does not like working on television, finding it gives him a sense of in-

adequacy because there are so many stories he wants to cover but can't, he admits that he does get some satisfaction from TV reporting.

"The most satisfying," he says, "is to take some complex situation and reduce it to simple terms in understandable English, so that the average man or woman can grasp it.

"Take the Korean war, for example. If we had tried to cover the Korean war in panoramic terms, the viewers would have got little impression of what the war is like to the men fighting it. It is the emotional impact that makes events memorable. We narrowed our reporting down to the smallest possible units, even to individuals. Thus we felt we could create for our audience, sitting comfortably in their living rooms, a sense of participation in what our boys are going through on the other side of the world."

Little Leisure Time

To create the kind of program Murrow has pioneered requires all his energies. A man of many interests, he has little leisure to pursue any outside of those directly connected with his work. He speaks with regret of the lovely log house he has in Duchess County, New York, where he used to spend his weekends, hunting and fishing—but no more.

He is in his office at CBS at ten each morning and sometimes has had to work through until four or five the next morning.

Being an extraordinarily articulate talker, with speech flowing easily, with no hesitation, Murrow appears at all times calm and self-possessed. But as in the case of many engaged in the nerve-shattering business of tracking down and presenting news, he is a victim of the occupational disease—ulcers.

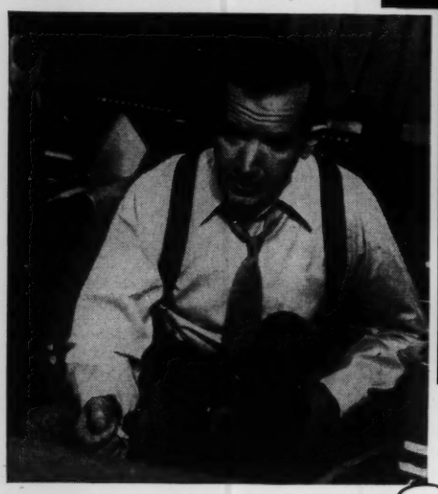
Could Be a Movie Star

There's nothing on the surface to indicate this inner tension. He is suave, affable, good-natured, and handsome enough to make a popular movie hero of the required American stature (6 feet 1) and slenderly graceful.

Happily married, with a seven-year-old son, Casey, his chief regret is that he is unable to spend more time with his family. In Casey he has his severest critic. Like most boys, Casey likes plenty of action and criticizes his father when he has too much politics on his programs. He wants to see more tanks, airplanes and foreign stuff!

With another weekly show scheduled to go before the cameras in the very near future, Murrow's greatest need at this time is either a forty-eight hour day or a twin.

BEFORE TV: At right, Mr. and Mrs. Ed Murrow and son Casey (now age 7) managed to spend time together in their home in Duchess County, N. Y.



AFTER TV: Not much leisure time now! At left, Ed Murrow spends many exciting and busy hours in the preparation of his "See It Now" news show.

TELEVISION NEWS
ST. LOUIS POST-DISPATCH

TV Preview

President's Talk On TV and Radio

PRESIDENT EISENHOWER'S address at Columbia University's bicentennial celebration dinner tomorrow night will be carried by both television and radio. NBC's filming of the event will be telecast by KSD-TV at 10:15. WTVI will carry the telecast as the President speaks at 8:30. The talk will be heard on radio station KWK and WIL at 8:30. on KSD and KMOX at 9:30, and KXOK at 10. A talk by Adlai Stevenson before the Columbia Bicentennial conference at 6 p.m. Saturday will be telecast by KSD-TV.

MARILYN MAXWELL . . . GUEST OF BOB HOPE ON KSD-TV TUESDAY NIGHT.

Dean Martin and Jerry Lewis, in their final Comedy Hour appearance of the season on KSD-TV at 7 tonight, will show what happens to them on a sound stage when they are making a movie.

Bob Hope will have Marilyn Maxwell as his guest on his season's finale on KSD-TV at 7 Tuesday night. Other guests will be Cass Daley, Jerry Colonna and the winner of the "America's Most Beautiful June Bride" contest.

A series of five dramatic programs will begin on KSD-TV at 6 this evening in the Paul Winchell time spot. "Pablo's Well," the story of a deeply religious custodian of a desert well, will be the first play. Jay Novello will be starred.

Top Plays of 1954 will be the summer replacement for Circle Theater on KSD-TV at 8:30 Tuesday nights. Teresa Wright and Larry Parks will be starred in the first one, "The Happiest Day," about a doctor and his wife who discover that their marriage is being wrecked by social success.

Drama

Peggy Ann Garner will be starred and Elizabeth Montgomery featured in "Once Upon a Time," the Robert Montgomery play on KSD-TV at 8:30 tomorrow night. This is a drama of a young couple on their wedding day and of the persons they almost married instead.

Playhouse of Stars, on KSD-TV at 10:30 Wednesday night will present "Little War in San Dede," about three Americans who become involved in a revolution south of the border.

Dorothy Gish returns to Television Playhouse on KSD-TV at 8 tonight in "The Shadow of Willie Greer," the story of a Texas boy who finally discovers what he wants to do.

The story of John Peter Zenger in the famous trial that established American freedom of the press will be told in "Mightier Than the Sword," on WTVI's Cavalcade of America play at 9 Wednesday night.

Variety

David O. Selznick, motion picture producer, will be one of the Toast of the Town guests on KSD-TV at 10 Tuesday night. Others will include British singer Dickie Valentine, British comedian Richard Hearne, comediennes Betty and Jane Kean and singer Mindy Carson.

Contestants on Arthur Godfrey's Talent Scouts at 11:30 Saturday night will include Elaine Pinterton, a concert violinist; Olga Delmar, singer-guitarist, and baritone Bill Henry.

The second group of three-time winners on Ted Mack's Amateur Hour program will be presented on KSD-TV at 7:30

Studio News And Gossip

HAILE SELASSIE, Emperor of Ethiopia, will make his first appearance on television when he is interviewed by Dave Garroway on his Today program tomorrow morning. . . . A true life drama based on the siege of Dien Bien Phu will be presented on the Danger program on KSD-TV at 11:15 Thursday night, with Everett Sloane in the starring role. . . . The rise of Genghis Khan will be the subject of the You Are There program on KSD-TV at 1:30 Saturday afternoon. . . . The Man Behind the Badge, on KSD-TV at 11:15 Tuesday night, will deal with the breaking up of a Chicago narcotics ring.

Everett Sloane.

* * *

THE MARY ROBERTS RINEHART suspense drama, "The Unlocked Door," will be presented on KSD-TV's Theater program at 8:30 Thursday night. In leading roles will be Fay Bainter, Diana Lynn and Phil Carey. . . . The heroism of one of the victims of the Warsaw Ghetto uprising in 1943 will be relived in "The Last Rabbi" on Frontiers of Faith on KSD-TV at 10 this morning. . . . Hayden Rorke and Peter Price will play the lead roles in Fireside Theater's "The Whole Truth," on KSD-TV at 8 Tuesday night.

Fay Bainter

* * *

AMERICAN TENOR John Carter will return as guest soloist with the Little Symphony program on KSD-TV at 9:30 tonight, as the symphony under the direction of Harry Farbman presents a "Musical Holiday" program. Carter will sing "If I Loved You" and Rossini's "La Danza." . . . Television Theater on KSD-TV at 8 Wednesday night will present "Citizen Miller," a play about an old man whose past has a dramatic effect on a murder trial. Among the players will be Vaughn Taylor, Edgar Stehli and Enid Markey. . . . Television Theater on KSTM-TV at 8:30

John Carter

Ed (on-the-Spot) Murrow

CBS Commentator Insists on First-Hand Reporting

By Virginia Irwin

A Staff Correspondent of the Post-Dispatch

NEW YORK, May 29.

IF the war in Indochina is still going on when July rolls around, you can bet the selector knob on your television set that CBS commentator-reporter Edward R. Murrow will be in some Indochina hot spot.

"I've had a great yen to see that war," said the man who recently received his fourth George Foster Peabody award for distinguished achievement in television and radio.

Murrow's insistence on first-hand reporting has taken him into most of the world's danger spots since he began his career as a broadcaster during Germany's seizure of Austria back in 1938. During World War II he flew combat missions with British and American forces and for four years broadcast from London where, during the blitz, his offices were bombed three times. But Murrow says his trip to Korea in 1950 will probably remain longest in his memory.

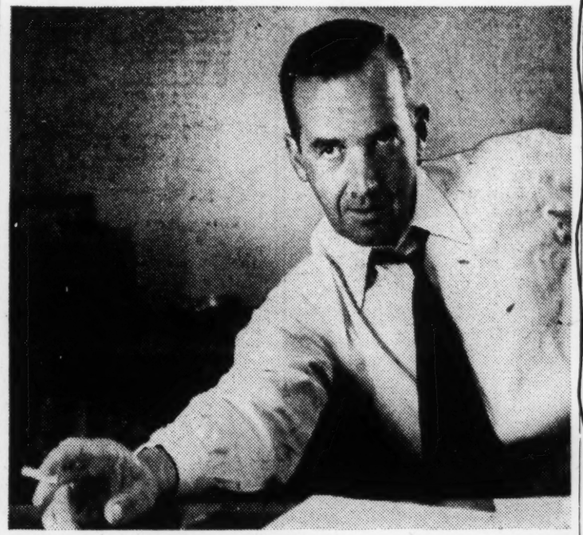
"I'm not sure but what Korea gave me the most satisfaction of anything I've done," he said. "I know I was a lot more frightened then than I was at anytime during the war in Europe. Maybe it was because I was older. In Europe I felt of the same age and generation as the men fighting, even if I wasn't. In Korea my age really hit me one day when a young sergeant gunner on a B-26 asked me if I had to fly combat to hold my job. When I told him I didn't, he looked at me with an expression that made it plain he thought I was daft. Then he said, 'You're getting a little old for this nonsense.'"

* * *

Murrow, who is 46 years old, tells this story on himself with a quiet chuckle. But it is not often in conversation that he speaks of himself. He says the only important thing about Edward R. Murrow is what comes out of the microphone.

Murrow is before a microphone five times a week on radio (KMOX, 6:45 p.m.), and is on television twice a week. On one of his television shows, called Person to Person, which is not telecast in St. Louis, he visits the great and near great of the country in their homes to chat about current events and current problems. His other television show, called See It Now (Telecast in St. Louis on WTVI) has become one of the most talked of programs on the air.

The son of a farmer, Murrow



EDWARD R. MURROW . . . "GETTING A LITTLE TOO OLD FOR THIS NONSENSE."

fore entering the broadcasting field, he worked at various jobs in Washington state logging camps. As president of the National Student Federation from 1930 to 1932, he traveled extensively in America and Europe, saw more travel as assistant director of the Institute of International Education from 1932 to 1935. Appointed Director of Talks and Education for CBS in 1935, he became European director for that network in 1937 and thus had a front row seat for some of the greatest news events in history.

For a short time after the war, Murrow was CBS vice president and director of public affairs but the job failed to hold him. In 1947 he was back at the microphone.

Six feet, one inch tall, Murrow has been married for 22 years and has a son, Casey, 8.

For some time Murrow has been giving considerable thought to an idea of doing a weekly show on current events for the younger generation.

"I'd like," he said, "to use animated maps, costumes, music, everything you could think of in an effort to stretch the imagination of young people and make them as interested in what is going on in, say, Indochina or Trieste, as they are in what goes on in their own block. I'd try to stimulate their curiosity, make them aware of what's going on in this big world and of the fact that they're going to have to help run that world or mess it up."

Television Letter Box

I HOPE when Milton Berle goes to Las Vegas for the summer he will take Martin and Lewis and Ed Sullivan with him and that all of them will like it so well that they will stay there and off TV.

LOU KENT,
Mexico, Mo.

Our entire family thoroughly enjoys the Letter From Loretta programs. We find her plays interesting and heartwarming. Continued good luck to Channel 5, Loretta Young and a fine program.

MRS. WILLIAM KNUPP.

I have been reading with interest the letters concerning

cism of one viewer who wrote children that age should be in bed by 9 p.m., when the Martin Kane show is telecast by KSD-TV does not apply in my community. Our city is on central standard time and the show is seen here at 8 instead of 9 p.m., and my children are still up at that hour. We avoid taking them to movies of this type but it is rather difficult to do this with television.

MRS. R. S.,
Carbondale, Ill.

Two recent films, "Mr. Peek-a-Boo" and Madam Gambles," which Channel 5 has presented as after-midnight Saturday fare were quite superior to the aver-

As Crosby Sees It

Neuroticism Is Driving TV Screen Off Balance

By John Crosby

NEW YORK, May 29.

AFTER A BIT of European culture, I cannot escape admiring the technical perfection of our television, even while worrying a bit over what this technical know-how is expended on.

The other night, I was watching on "The Web," a story about a father and son. The father, who had been the greatest athlete the local school had ever produced, had gone wrong shortly after leaving school. The easy success of the playing fields had tempted him into the seemingly easy life of crime and he had landed in prison. His young son, who scarcely knew him, worshiped his athletic record and got mixed up in the father's escape from prison.

In the end, papa was shot and the son recognized that his father was not really a very admirable fellow after all. All this was written and acted and directed with a wealth of know-how and precision. If you grant the original premise, the story proceeded with grim and inexorable logic toward an almost inevitable conclusion.

* * *

BUT IT SEEMS TO ME that youngsters who do well in school, either on the playing fields or in their studies, are not the ones who turn to crime. It's the ones who don't do well who have to prove themselves in unorthodox ways. I suppose there are exceptions, but it does seem to me that this show was an example of a sort of literary neuroticism that is all over the place, not only on television but everywhere else.

The curtain rises on a situation where a man or woman is caught in a fix from which there is no escape except through murder or suicide or something equally disastrous. You rather doubt that he or she would ever have got into the fix in the first place but the author presents you with a fait accompli. The action has taken place before you got there.

* * *

I SUPPOSE we have to expect a certain amount of this on TV but I object to having it treated with such reverence in the writing, acting and production departments. It gives these stories a respectability which I deplore. It isn't that stories of criminal neuroticism are bad stories — some of them are very good ones — or are not valid subjects for authors—because they are. It is just that there are so many TV plays in which hopelessness is the basic plot element. The victim is caught in a web and our times and I expect we'll have to bear with it.

This was a story about a Pittsburgh cop, very well played by Royal Dano, who busted up a narcotics ring in Chicago. The author, David Harmon, had apparently studied the language of the junkies thoroughly and wrote it extremely well. The mood, the lighting, and the camera direction were excellent. And all of it devoted to exploring the seamy and despair-ridden twilight world of the drug addict.

Well, it's a valid subject, all right, but sometimes I long for a little sunshine.

(Copyright, 1954.)

Sports Telecasts

FORMER lightweight champion Jimmy Carter will meet Charley Riley of St. Louis in a 10-round bout at the St. Louis Arena at 9 Wednesday night. The fight will be carried by KSD-TV and telecast nationally. Other fights on television this week: featherweights Lulu Perez and Mickey Mars, 9 p.m. tomorrow on WTVI; middleweights Jacques Royer and Jackie La Bua, 9 p.m. tomorrow on KSTM-TV; middleweights Joe Rindone and Eduardo Lausse, 9 p.m. Friday on KSD-TV; lightweight Arthur Persley and welterweight Tommy Maddox, 8 p.m. Saturday on KSTM-TV.

WRESTLING — From Rainbo Gardens, 8:30 p.m. Wednesday on KSTM-TV; from Hollywood at 9 p.m. Thursday and Marigold Gardens 9 p.m. Saturday on WTVI; and from St. Louis House at 9:30 p.m. Saturday on KSD-TV.

BASEBALL—St. Louis Cardinals vs. Milwaukee Braves, 2:25 p.m. today; Cardinals vs. Cubs, doubleheader, 1:25 p.m. tomorrow; Cardinals vs. Cubs 1:25 Tuesday, all on WTVI.

MISCELLANEOUS—Greatest Fights film, Chuck Davey vs. Rocky Graziano, 6:15 p.m. Friday on KSD-TV; Jimmy Carter, former lightweight champion, guest of Bob Ingham on KSD-TV at 5:30 p.m. Tuesday.

SUNDAY T-V CALLS

with two to be selected for the Madison Square Garden "battle of champions."

On Truth or Consequences at 9 Thursday night Harold Wayne is scheduled to return with a suit made from the wool of two sheep given him on the program two weeks ago.

Thursday night will star Joseph Anthony and Katherine Bard in "House on Wildwood Lane," about problems that beset a typical American family in a small town.

was born at Greensboro, N. C., and christened Egbert Roscoe, a situation he remedied while attending Washington State College, by changing his first name to Edward and shortening the Roscoe to a middle initial. Be-

have been reading with interest the letters concerning a recent murder mystery on the Martin Kane show. I must agree with the parent who complained about some of the scenes. I too have a three and a five-year-old. But the criti-

as after-midnight Saturday fare were quite superior to the average television movie. I hope very much that KSD-TV has a further supply of English productions of comparable quality.

HUGH MEYERS,
Decatur, Ill.

victim is caught in a web and the entire half hour is devoted to watching him struggle until he perishes.

You can watch variants of this theme for hours and hours most any evening and there is no denying that it is a popular one. Despair is part of the mood of

COMPLETE TELEVISION PROGRAM LISTINGS FOR THE WEEK

Television programs for today are scheduled on St. Louis Stations, as follows:
DAYLIGHT SAVING TIME

KSD-TV, Channel 5—VHF

A.M.
8:15 Opportunities Unlimited
8:30 Industry on Parade
8:45 The Christophers
9:00 Protestant Hour
9:30 This Is the Life
10:00 Frontiers of Faith
10:30 Super Circus
11:00 American Forum
11:30 Contest Carnival
P.M.
12:00 Johnny Jupiter
12:30 Super Circus
1:00 Name's the Same
1:30 My Little Margie
2:00 Our Miss Brooks
2:30 Ramar of the Jungle
3:00 Liberace
3:30 You Asked for It
4:00 Mr. McNutley
4:30 Armchair Adventure
4:45 Seems Like Yesterday
5:00 Meet the Press; Senator Guy Gillette (Dem.) of Iowa
5:30 Stu Erwin
6:00 Theater; Jay Norvello, Ian MacDonald in "Pablo's Well'
6:30 Mr. Peepers
7:00 Comedy Hour; Dean Martin and Jerry Lewis
8:00 Television Playhouse; Dorothy Gish, William Hanson, Wright King in "The Shadow of Willie Greer"
9:00 Loretta Young
9:30 Little Symphony
10:00 Arthur Godfrey and His Friends
11:00 Make Room For Daddy
11:30 What's My Line
12:00 The Big Picture
12:30 Lester Morris
12:45 Weather

KSTM-TV, Channel 36—UHF

P.M.
2:00 Youth on the March
2:30 News, Elmer Davis
2:45 At Issue
3:00 House Party
4:00 Your Pet Revue
4:30 Matinee
5:30 Jane Pickens
5:45 Bible Puppets
6:00 Spotlight Theater; Regis Toomey in "Bars of Hate"
6:30 What's Your Trouble
6:45 U. N. for Spring Beauty
7:00 On the Boardwalk
8:00 Walter Winchell
8:15 Martha Wright
8:30 My Hero
9:00 Break the Bank
9:30 Theater
10:00 Second Row Center

WTVI, Channel 54—UHF

P.M.
1:30 Faith for Today
2:00 Sports Kaleidoscope
2:15 Name That Play
2:20 Dugout Interviews
2:25 Baseball, Cardinals vs. Milwaukee Braves
5:00 Diamond Dollars
5:05 Scoreboard
5:10 "America's Untapped Assets"
5:30 Meet Your Congress
6:00 Author Meets the Critics
6:30 Private Secretary
7:00 Sunday Screen; "Raiders of the Border"
8:00 Rocky King, Detective; "Bored From Within"
8:30 Plainclothesman; "Nice Lady"
9:00 Twenty Questions
9:30 Duffy's Tavern
10:00 Movie Showcase; John Beal, Wanda McKay in "One Thrilling Night"
11:15 Christophers

MONDAY

KSD-TV

A.M.
6:55 Morning Musical.
7:00 Today.
9:00 Arthur Godfrey.
10:00 Home.
11:00 Valiant Lady.
11:15 Love of Life.
11:30 Search for Tomorrow.
11:45 Guiding Light.
P.M.
12:00 To the Ladies.
12:30 Garry Moore.
1:00 Strike It Rich.
1:30 Homemaking With KSD-TV.
2:00 Big Payoff
2:30 Garry Moore.
3:00 Place the Face.
3:30 House Party.
4:00 Russ David.
4:30 Howdy Doody.
5:00 Wrangler.
5:15 Buckeye Four.
5:30 Sportsview.
5:40 Weather.
5:45 L.N.S. Telenews.
6:00 Jane Froman.
6:15 Dottye Bennett.
6:30 Joe Brennan Presents.
6:45 News Caravan.
7:00 Name That Tune.
7:30 Howard Barlow's Orchestra.
8:00 Mama.
8:30 Robert Montgomery Presents.
9:30 Who Said That?
10:00 Joe Brennan.
10:15 President Dwight D. Eisenhower.
10:45 Musical Film.
11:00 News.
11:10 Weather.
11:15 Mr. and Mrs. North.
11:45 Red Buttons.
12:15 Lester Morris.
12:30 Weather.

KSTM-TV

P.M.
3:30 Kiddies Korner.
4:00 Penny Wise.
4:30 Animal Story.
4:45 Ed Brown.
5:00 Sandy George's Sundown Ranch.
5:45 Sports Review.
6:00 News; Weather.
6:15 News. John Daly.
6:30 Jamie.
7:00 March of Time.
7:30 Outdoor Sports Club.
8:00 Homicide Squad.
8:30 Red Buttons.
9:00 Boxing in Eastern Parkway.
10:00 News; Sports. Weather.
10:15 Second Row Center; "One Year Later."

WTVI

A.M.
7:00 Morning Show.
9:00 Movie: "Haunted House."
P.M.
1:00 Sports Kaleidoscope.
1:15 Name That Play.
1:20 Dugout Interviews.
1:25 Baseball; Cardinals vs. Chicago Cubs.
4:00 News Desk.
4:15 Baseball; Cardinals vs. Chicago Cubs.
6:50 Diamond Dollars.
6:55 Scoreboard.
7:00 Dollar a Second.
7:30 What In the World?
8:00 Drew Pearson.
8:15 "The Unknown Soldier."
8:30 President Eisenhower.
9:00 Boxing.
9:45 Ringside Interviews.
10:00 Bill Fields.
10:30 Movie Showase; "Sarong Girl."

TUESDAY

KSD-TV

A.M.
6:55 Morning Musical.
7:00 Today.
9:00 Arthur Godfrey.
10:00 Home.
11:00 Valiant Lady.
11:15 Love of Life.
11:30 Search for Tomorrow.
11:45 Guiding Light.
12:00 To the Ladies.
P.M.
12:00 To the Ladies.
12:30 Garry Moore.
1:00 Strike it Rich.
1:30 Homemaking With KSD-TV.
2:00 Double or Nothing.
2:30 Photo Quiz.
2:45 Kate Smith.
3:00 Welcome Travelers.
3:30 On Your Account.
4:00 Music Hall Varieties.
4:30 Howdy Doody.
5:00 Wrangler.
5:15 Buckeye Four.
5:30 Sportsview.
5:40 Weather.
5:45 I.N.S. Telenews.
6:00 Baseball Hall of Fame.
6:15 Dottye Bennett.
6:30 Dinah Shore.
6:45 News Caravan.
7:00 Bob Hope.
8:00 Firestone Theater.
8:30 Top Plays of 1954.
9:00 Truth or Consequences.
9:30 Favorite Story.
10:00 Toast of the Town.
11:00 News.
11:10 Weather
11:15 Man Behind the Badge.
11:45 The Web.
12:15 Lester Morris.
12:30 Weather.

KSTM-TV

P.M
3:30 Kiddies Korner.
4:00 Penny Wise.
4:30 TV Auction.
5:00 Sandy George's Sundown Ranch.
5:45 Sports Review.
6:00 News; Weather.
6:15 News. John Daly.
6:30 Les Barry.
7:00 Film.
7:30 Modern Minute Men.
7:45 Film.
8:00 Spotlight Theater.
8:30 Center Stage.
9:30 News, Sports, Weather.
9:45 Second Row, Center.

WTVI

A.M.
7:00 Morning Show.
9:00 Movie.
P.M.
1:00 Sports Kaleidoscope.
1:15 Name That Play.
1:20 Dugout Interviews.
1:25 Baseball; Cards. vs. Cubs.
4:05 Diamond Dollars.
4:10 Scoreboard.
4:15 Thought for Today.
4:20 Musical Capers.
4:30 Spice-O-Life.
5:00 News Desk.
5:05 Serial Theater.
5:30 Captain Video.
5:45 Movie Quick Quiz.
6:00 News, Sports, Weather.
6:15 Marge and Jeff.
6:30 News Doug Edwards.
6:45 Jo Stafford.
7:00 The Goldbergs.
7:30 Love Story.
8:00 Meet Millie.
8:30 "Thank You Mr. Chips."
8:45 American Rivera.
9:00 I'll Buy That.
9:30 See It Now.
10:00 Bill Fields.
10:30 Movie Showcase.

WEDNESDAY

KSD-TV

A.M.
6:55 Morning Musical.
7:00 Today.
9:00 Arthur Godfrey.
10:00 Home.
11:00 Valiant Lady.
11:15 Love of Life.
11:30 Search for Tomorrow.
11:45 Guiding Light.
P.M.
12:00 To the Ladies.
12:30 Garry Moore.
1:00 Strike It Rich.
1:30 Homemaking with KSD-TV.
2:00 Big Payoff.
2:30 Kate Smith.
3:00 Welcome Travelers.
3:30 On Your Account.
4:00 Russ David.
4:30 Howdy Doody.
5:00 Wrangler.
5:15 Buckeye Four.
5:30 Sportsview.
5:40 Weather.
5:45 I.N.S. Telenews.
6:00 Baseball Hall of Fame.
6:15 Dottye Bennett.
6:30 Eddie Fisher.
6:45 News Caravan.
7:00 I Married Joan.
7:30 Burns and Allen.
8:00 Television Theater.
9:00 Boxing.
9:45 Sports Spotlight.
10:00 I Led Three Lives.
10:30 Playhouse of Stars.
11:00 News.
11:10 Weather.
11:15 That's My Boy.
11:45 Film; "The Man Who Cheated Himself."
1:20 Lester Morris.
1:35 Weather.

KSTM-TV

P.M.
3:30 Kiddie's Korner.
4:00 Penny Wise Show.
4:30 Animal Story.
4:45 Ed Brown.
5:00 Sandy George's Sundown Ranch.
5:45 Sports Review.
6:00 News; Weather.
6:15 News. John Daly.
6:30 Les Barry.
7:00 Second Row Center.
8:00 Big Picture.
8:30 Wrestling at Rainbo.

WTVI

A.M.
7:00 Morning Show.
9:00 Movie.
P.M.
12:55 News Desk.
1:00 McCarthy Hearings.
4:00 Film.
4:20 Thought for Today.
4:30 Spice-Q-Life.
5:00 News Desk.
5:05 Serial Theater.
5:30 Captain Video.
5:45 Movie Quick Quiz.
6:00 News, Sports, Weather.
6:15 Marge and Jeff.
6:30 News, Doug Edwards.
6:45 Perry Como.
7:00 Amos 'n' Andy.
7:30 Southern Baptist Convention.
8:00 Stars on Parade.
8:30 Down You Go.
9:00 Cavalcade of America.
9:30 Better Living Theater.
10:00 Four Star Playhouse.
10:30 Bill Fields.

THURSDAY

KSD-TV

A.M.
6:55 Morning Musical.
7:00 Today.
9:00 Arthur Godfrey.
10:00 Home.
11:00 Valiant Lady
11:15 Love of Life.
11:30 Search for Tomorrow
11:45 Guiding Light
P.M.
12:00 To the Ladies
12:30 Garry Moore.
1:00 Strike It Rich.
1:30 Homemaking with KSD-TV
2:00 Double or Nothing
2:30 Photo Quiz.
2:45 Bob Crosby.
3:00 Welcome Travelers
3:30 House Party
4:00 Music Hall Varieties
4:30 Howdy Doody
5:00 Wrangler
5:15 Buckeye Four
5:30 Sportsview
5:40 Weather.
5:45 I.N.S. Telenews
6:00 Art Linkletter and Kids
6:15 Dottye Bennett
6:30 Dinah Shore
6:45 News Caravan
7:00 Groucho Marx.
7:30 Ozzie and Harriet
8:00 Dragnet.
8:30 Theater
9:00 Martin Kane.
9:30 Clete Roberts World Report.
10:00 The Lone Wolf.
10:30 Public Defender.
11:00 News
11:10 Weather
11:15 Danger
11:45 Justice.
12:15 Lester Morris.
12:30 Weather.

KSTM-TV

P.M.
3:30 Kiddie's Korner.
4:00 Penny Wise.
4:30 TV Auction.
5:00 Sandy George's Sundown Ranch.
5:45 Sports Review.
6:00 News; Weather.
6:15 John Daly. News.
6:30 Les Barry.
7:00 Arlene Francis.
7:30 Where's Raymond.
8:00 Open Hearing.
8:30 Television Theater.
9:30 News; Sports. Weather.
9:35 Second Row. Center.

WTVI

A.M.
7:00 Morning Show.
9:00 Movie.
P.M.
12:55 News Desk.
1:00 McCarthy Hearings.
4:00 Film.
4:15 Thought for Today.
4:25 Musical Capers.
4:30 Spice-o-Life.
5:00 News Desk.
5:05 Serial Theater.
5:30 Captain Video.
5:45 Movie Quick Quiz.
6:00 News, Sports, Weather.
6:15 Marge and Jeff.
6:30 News, Doug Edwards.
6:45 "The Continental."
7:00 What's the Story?
7:30 "Secret Service Story"
7:45 "Face to the Future."
8:00 Johns Hopkins Science Review.
8:30 Let's Go Fishing.
8:45 Film.
9:00 Wrestling.
10:00 Bill Fields.
10:30 Movie Showcase.

FRIDAY

KSD-TV

A.M.
6:55 Chicago Market Reports.
7:00 Today.
9:00 Ding Dong School.
9:30 Art Museum.
9:45 Morning Musicals.
9:55 Professor Pet.
10:00 Home.
11:00 Valiant Lady.
11:15 Love of Life.
11:30 Search for Tomorrow.
11:45 Guiding Light.
P.M.
12:00 To The Ladies.
12:30 Garry Moore.
1:00 Strike It Rich.
1:30 Homemaking with KSD-TV.
2:00 Big Payoff.
2:30 Bob Crosby.
2:45 Photo Quiz.
3:00 Welcome Travelers.
3:30 On Your Account.
4:00 Russ David.
4:30 Howdy Doody.
5:00 Wranglers.
5:15 Buckeye Four.
5:30 Sportsview.
5:40 Weather.
5:45 L.N.S. Telenews.
6:00 Dottye Bennett.
6:15 Greatest Fights.
6:30 Eddie Fisher.
6:45 News Caravan.
7:00 Dave Garroway.
7:30 Life of Riley.
8:00 I Love Lucy.
8:30 Soundstage.
9:00 Boxing.
9:45 Waterfront.
10:15 Greatest Drama.
10:30 Big Town.
11:00 News.
11:10 Weather.
11:15 From Hollywood.
11:45 Film: "Galloping Major."
1:15 Weather.

KSTM-TV

P.M
3:30 Kiddies Korner.
4:00 Penny Wise Show.
4:30 Animal Story.
4:45 Ed Brown.
5:00 Sandy George's Sundown Ranch.
5:45 Sports Review.
6:00 News; Weather.
6:15 News, John Daly.
6:30 Lab r News.
6:45 Report to the People.
7:00 Film.
7:30 Highway to Health.
7:45 St. Louis Spotlight.
8:00 Pride of the Family.
8:30 Who's the Boss?
9:00 Film
9:30 News, Sports, Weather.
9:45 Second Row Center.

WTVI

A.M.
7:00 Morning Show.
9:00 Movie.
P.M.
12.55 News Desk.
1:00 McCarthy Hearings.
4:00 Film.
4:20 Thought For Today.
4:25 Musical Capers.
4:30 Spice-O-Life.
5:00 New. Desk.
5:05 Serial Theater.
5:30 Captain Video.
5:45 Movie Quick Quiz.
6:00 News, Sports, Weather.
6:15 Marge and Jeff.
6:30 News, Doug Edwards.
6:45 Perry Como.
7:00 'At This Moment."
7:30 Spider Burks.
8:00 Screen Playhouse.
9:00 Chance of a Lifetime.
9:30 Colonel Flack.
10:00 Bil. Fields.
10:30 Movie Showcase.

SATURDAY

KSD-TV

A.M.
8:35 Film.
8:45 Ding Dong School.
9:15 Barker Bill.
9:30 Adventure Theater.
10:00 Space Patrol.
10:30 Mr. Wizard.
11:00 Big Top.
P.M.
12:00 Wild Bill Hickok.
12:30 Cowboy G-Men.
1:00 Roy Rogers.
1:30 You Are There.
2:00 Kukla, Fran and Ollie.
2:30 Kit Carson.
3:00 I've Got a Secret.
3:30 Strike It Rich.
4:00 Lone Ranger.
4:30 Cisco Kid.
5:00 Zoo Parade.
5:30 Superman
6:00 Adlai E. Stevenson.
6:30 Ethel and Albert.
7:00 Hit Parade.
7:30 Amateur Hour.
8:00 Show of Shows.
9:30 Wrestling.
11:00 Suspense.
11:30 Talent Scouts.
12:00 Red Skelton Show.
12:30 Film, "I Cheated the Law."
2:00 Film.
2:10 Weather.

KSTM-TV

P.M.
4:00 Crusade in the Pacific.
4:30 Shield of Faith.
5:00 Animal Fair.
5:30 Juke Box Party.
6:00 Westward Ho!
7:00 Johnny Rion.
8:00 Saturday Night Fights.
9:00 Ranch Party.
10:00 Western Theater.

WTVI

P.M.
4:15 Report From Senator Douglas and Senator Dirksen.
4:30 Youth Forum.
5:30 Western Playhouse.
6:30 Beat the Clock.
7:00 Jackie Gleason.
8:00 Two for the Money.
8:30 Favorite Husband.
9:00 Wrestling.
10:05 Sports Showcase.
10:20 Wrestling.
11:15 "Enterprise."

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This . . . is Edward R. Murrow

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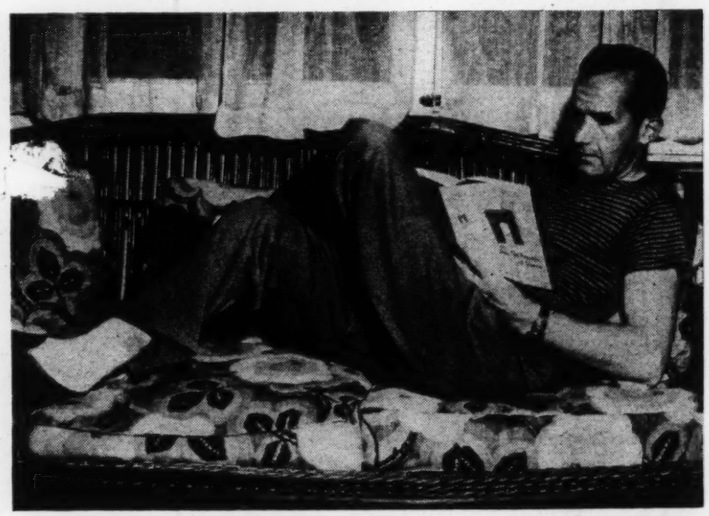
He looks like a movie version of a foreign correspondent—but Ed Murrow is a farmer's son who loves life in a "log cabin"

In spite of his travels, Ed's farm is his best-loved destination. Here, he relaxes by golfiing with Janet, or catches up on current books.



THE "glamour boy" of the newscasting world, Edward R. Murrow is handsome enough to be type-cast as a movie foreign correspondent and to provoke women to sighs. He's also a "man's man" who once worked as a logger, a lover of tall tales and poker, and he believes that "the only things a father can teach a son are to ride, shoot and tell the truth." He's a CBS vice president, a member of the Board of Directors, newscaster, interviewer, editor-producer—and a three-time winner of your Award as radio's top news commentator.

Ed, who is on a first-name basis with princes, potentates and presidents, gets his headline stories directly from the men who make the news. But he has a shirt-sleeve attitude toward his work. He puts his feet up on a desk in one of CBS' most unpretentious executive offices. He's what newsmen call a "bleeder," agonizing over his copy and never completely satisfied with it. At the end of fifteen minutes on the air, he is soaked with perspiration. In a business where everybody works hard and worries hard, Ed Murrow works and worries harder than anyone.

Ed's down-to-earth attitude toward himself and his work comes from his parents. His father, who did farm work before becoming a locomotive engineer, (*Continued on page* 27)

Edward R. Murrow With The News is heard on CBS Radio, M-F, 7:45 P.M. *This I Believe* is heard on CBS Radio and other stations; check local papers for time. Edward R. Murrow is seen on CBS-TV in *Person To Person*, Fri., 10:30 P.M., and *See It Now*, Tues., 10:30 P.M. (All EST)

Edward R. Murrow

(*Continued from page* 6)

read of Ed's CBS salary and remarked dryly: "I don't reckon there's anything dishonest about making money that way, but I must say Ed doesn't talk any more sense than I hear all the time at the corner store." His mother, a tiny, blue-eyed ex-schoolteacher, once noted that Ed looked tired, told him to take better care of his health, and then added, "But after all, son, maybe it's better to wear out than to rust out."

Some time ago, a group of CBS newsmen organized a "We Don't Think Murrow Is God" club. All members were elected vice presidents. The presidency was left open for Janet Murrow—who, though still starry-eyed about her urbane, six-foot-one husband, doesn't believe blind adoration is the way to help any man. It is typical that most of the newsmen are now staunch Murrow admirers. It is typical also that, as soon as he heard of the club, Ed asked if he could join.

Transportation has been important in Ed Murrow's life. Born in North Carolina, Ed grew up in Washington where he worked after school and during vacations on a timber cruiser and driving the school bus. He went on the air for the first time when he chartered a plane, then hopped a streetcar in Vienna, and got there in time to describe the arrival of Nazi troops in 1938. It was on a train that he met his wife Janet, whom he calls "Kuchen" (German for cook) and whose criticism is the only one he fears. Once, on a train to Washington, Ed happened to meet the owner of the "log cabin" on Quaker Hill in Pawling, New York. Right then Ed decided *that* was the only house in the East he wanted to own. Ed bought the house without ever having been inside it and, while it is not exactly a cabin—it has three bedrooms and an electric dishwasher—it *is* made of logs. He bought it because of his "best friend," nine-year-old son Charles Casey, and because "I swore that I wouldn't raise a boy in New York City."

Ed cares about trees the way many men do about dogs. His house is surrounded by evergreens, including one he planted for Casey with the half-smiling admonition to grow "straight and strong" like the tree. Fishing and hunting with Casey, or working together with him on the farm, Ed is completely relaxed. The boy is a true Murrow, with a mind of his own and a zest for arguing about politics and baseball. "He's a logical little fellow," Ed smiles. "About the only thing I've ever known him to do without thinking is to become a Yankee fan." Ed's choice: The Brooklyn Dodgers.

One of Ed's hobbies is golf, and though he is normally right-handed, he holds the clubs left-handed. He has a photographic memory but he generally forgets anniversaries. He's the rare man who enjoys wearing dinner jackets although, he explains apologetically, "It's a dying custom." His ideal meal, a friend once remarked, would be a candlelight and silver setting—and a cheeseburger. He helps himself off to sleep with detective stories but, he adds, "You learn things from them, too. I remember one in which the hero always made a point each day to do two things which he did not want to do. . . . One was to get up, and the other was to go to bed. I'm like that guy."

Material possessions are unimportant to Ed. He has no scrapbook and has never kept clippings. The only photographs in his office are one of Casey and one of Carl Sandburg, whom Ed admires greatly. The poet inscribed the picture: "To Ed Murrow, reporter, historian, inquirer, actor, ponderer, seeker."

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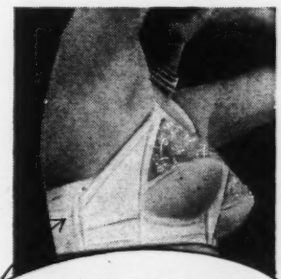

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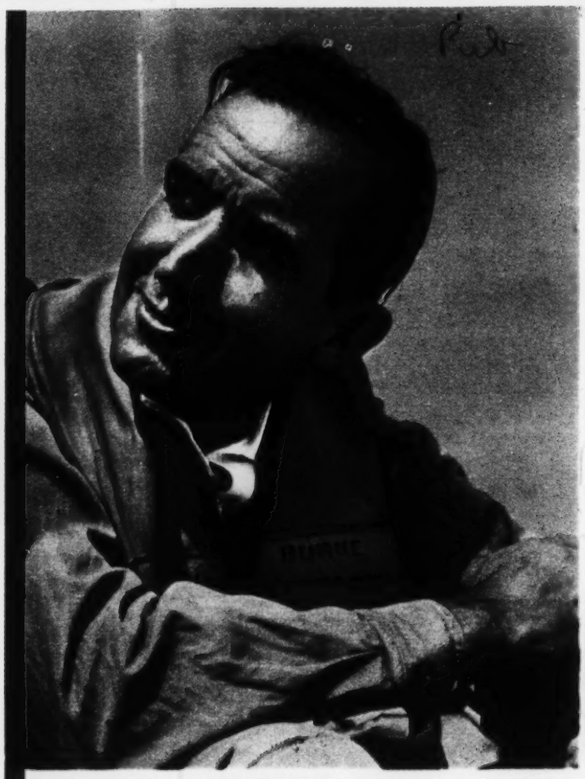
they call him ED

Murrow makes friends and his friends make news



Ed Murrow: once called 'the luckiest so-and-so alive.'

JOHN DALY once said of Edward R. Murrow, "That guy is the luckiest so-and-so alive. The day Roy Campanella hits a home run to break up a World Series game is the same day that Campy is scheduled to appear on the debut of Ed's new TV show, *Person-to-Person*."

What John would be the first to admit is that Ed does not just trust to Providence in such matters. As one of the Nation's most astute newsmen, Ed over the years has worked up lasting friendships with some of the highest and mightiest people on this planet, and such connections help when it comes to scoring a newsbeat. In addition, not too many newsmen command the respect for integrity that Murrow does. So luck really plays a negligible part.

Luck, however, entered into it back on December 7, 1941. Ed, home from covering the London blitz for CBS, was invited to the White House for dinner on that fateful day, chiefly so that he could give the President a first hand report on the blitz. When Pearl Harbor intervened, Ed and his wife Janet ate with Mrs. Roosevelt while FDR took up more important matters.

After lingering at the White House until after midnight, Ed finally got in to see the President. Over sandwiches and beer, he told of the blitz and then heard the President relate the disastrous events at Pearl Harbor. Ed remembers particularly the President beating his fist on the table as he told of the planes destroyed "on the ground, by God, on the ground!"

Unfortunately, there was one important hitch to all this. National security could have been endangered by the highly confidential information the President was passing on, so it was understood that Murrow would never be able to use the story.

The new *Person-to-Person* show, which Ed staunchly maintains will not

TV Guide Nov. 6, 1953

rely on his own friendships with important people, will still give TV fans an opportunity to see the Murrow charm at work on an interview.

What Ed seeks with both *Person-to-Person* and his much-praised *See It Now* is to preserve on film a library of lasting historical importance. As he says, "Wouldn't it be great to be able to see and hear whether Demosthenes really had an abrasive voice and whether he actually put pebbles in his mouth to improve his speech?"

During World War II, Ed covered a U. S. tank action at Leipzig and, after writing his story, found that Army censors all the way up refused to clear the story. He finally took it to the top man himself, General Omar N. Bradley. Bradley read it, looked at Ed and said, "You were there? This is the way it happened?" When Ed said yes, Bradley scrawled "OK" across the top of the copy and the story was cleared.

Bradley's respect for Murrow's honesty works both ways. Of the General, Murrow says, "I think I've

Murrow talks to friend Branch Rickey, an embarrassing baseball correspondent.

been pretty well inoculated against hero worship. But Bradley, now there's a great man."

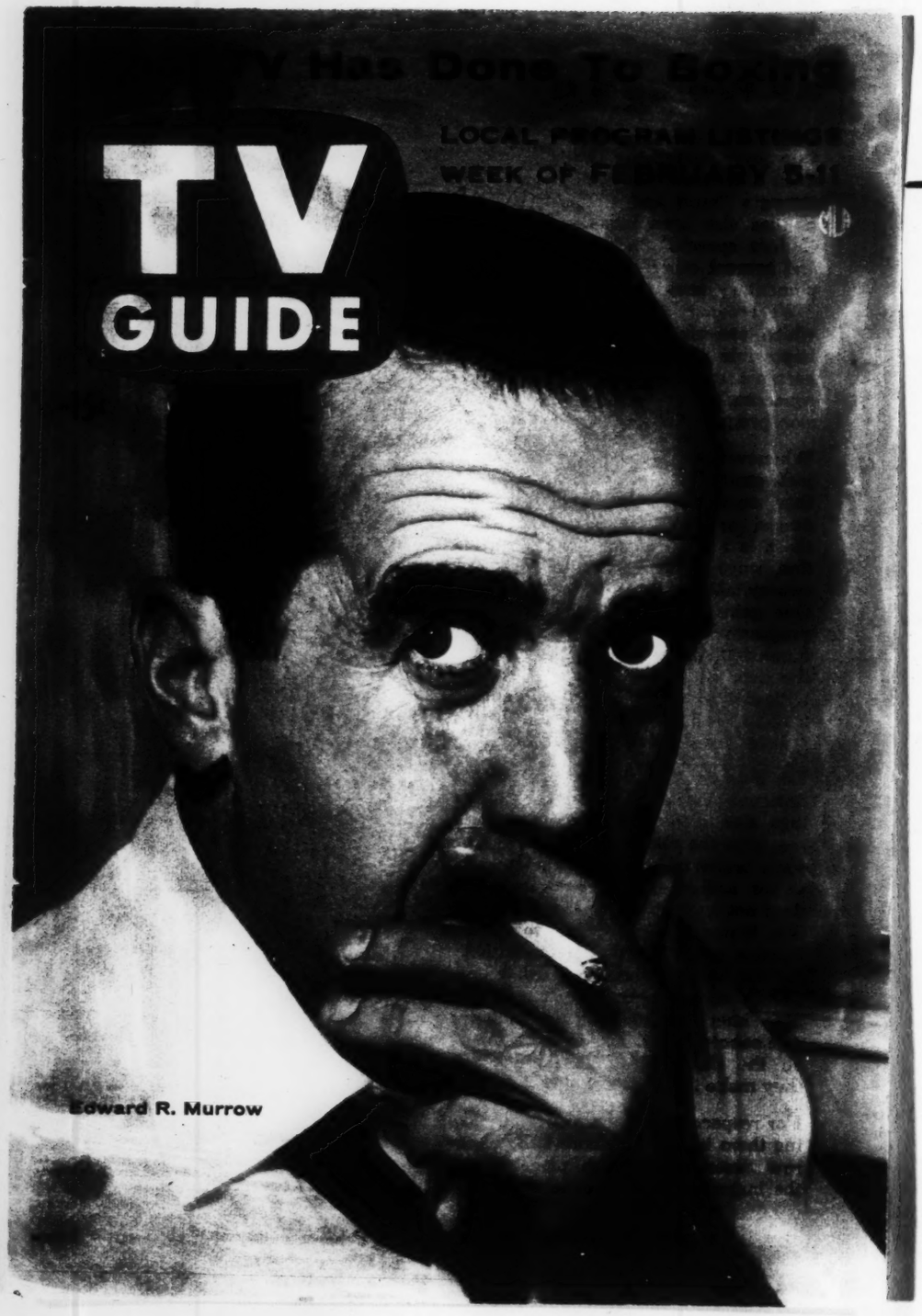
Another associate of Murrow's is that formidable Britisher, Winston Churchill, though their relationship has been mostly social. Ed has gotten little over the years from Winnie that is newsworthy, but is satisfied just to sit in on some of his famed lusty conversations.

Another impressive member of the Murrow circle of friends is neither politico nor statesman. He is Branch Rickey, Mahatma of the Pittsburgh Pirates baseball team. Branch is regular World Series correspondent for the Murrow radio show and proved to be a source of embarrassment back in 1950 with his scornful reporting of

Here Ed visits with the Eisenhowers.

Philadelphia Phillie catcher Andy Seminick's failure to run out a base hit. As Ed laughingly tells about it now, "Old El Brancho said with biblical fury, 'Oh, Seminick, where art thou? Ah, but Seminick has become a spectator.'" What made it embarrassing was that Seminick had a painfully injured leg and couldn't run.

With a home in Pawling, New York and an apartment in New York City, plus an extremely comfortable salary, Ed might be considered to have made it as far as success stories go. But the tacking on of the new *Person-to-Person* show indicates that he isn't satisfied yet. Between the time spent with his wife and child, and the two TV shows and a five-night-a-week radio show, it's hard to imagine him finding time to cultivate his friendships. One factor lessening his burden is that his staff does most of the newsgathering for him. He does write his "think-pieces" himself. Besides all his other activities, he's a long-distance reader. He likes to read standing up.


TV Has Done To Boxing
LOCAL PROGRAM LISTINGS
WEEK OF FEBRUARY 5-11
TV
GUIDE
Edward R. Murrow

1955

MURROW
RETURNS

She Has

The Distinguished CBS Commentator Fools The Critics

by Marie Torre

TELEVISION savants, far and wide, have been on an enforced diet of crow since Edward R. Murrow not only resumed CBS duties but returned to work months before the official termination of the year's sabbatical, which is July 1.

"One more light has gone out," opined one of the many TV critics who refused to believe that Murrow would return to television at all.

"Murrow is leaving at a time when more of the best of Murrow is precisely what TV could use," lamented another professional observer, also convinced that broadcasting had lost Murrow for good.

The miscreants, it now appears, greatly underestimated Murrow's ability to keep his word.

"Contrary to what's been said," Murrow insisted on the eve of the sabbatical, "I am not going away to sulk. While it is no secret that I have had arguments with the CBS management over the years, my decision was not a matter of disenchantment, or recent rows with CBS. . . . I've talked about taking a sabbatical on and off for twenty years. There is a kind of arrogance in always talking, transmitting rather than receiving. I've been working recently from memory. I want to listen, watch, read, refuel."

In the intervening months, Murrow has learned, if nothing else, that all dreams are lies. True, he listened a little, watched a little, read and refueled a little, but the fact is that he's been

(*Please turn to next page*)

Something to Crow About

MARION LORNE, of CBS-TV's *Garry Moore Show*, certainly has something to crow about, as you can see on the page opposite. (Those birds are some of the Baird Puppets, which will be seen in a sketch on the Moore show this Tuesday.)

When Moore decided to retain Marion as a regular on his variety opus, it was a great day for her fans. It meant that once more she would be seen every week—she had been a regular on the *Mr. Peepers* series a few years back.

Marion's type of comedy is hard to define. Her basic forte is the fluttery woman, bewildered, gullible and lovable. She effortlessly indulges in stuttering, stammering, and zipping off non sequiturs and malapropisms. But actually her comedy style is the result of perfect timing and phrasing. It just goes to show, you're never too young to Lorne. •

More about MURROW

spending these last few months on a CBS project of such vast proportions that he and partner Fred W. Friendly have found it necessary to suspend "Small World" upon conclusion of this season.

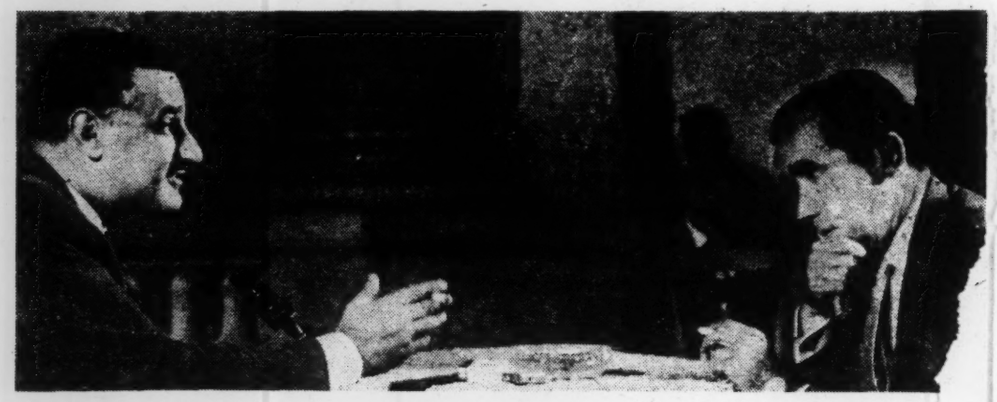
The loss of "Small World" is a blow to good television, but it's unlikely that any viewer will complain about what TV will be getting instead: an increased quota of "CBS Reports" programs, by far the best public service series on the channels.

"I guess," remarks Murrow when queried about the vacation that never was, "you can't break a lifetime habit. Somehow things never turn out as good as they appear in projection. But don't misunderstand. The expectations were not entirely unrealized. I think I gathered some worthwhile information, saw a lot for myself that I might not have seen if I hadn't taken the sabbatical. I think I know a little more about world politics, about Western Europe, Israel and India as a result of my travels. At least I learned enough to know that I will speak with less assurance and arrogance than before."

The interviewer senses that Murrow has never been more professionally excited, and he doesn't deny that he is, if only for the "CBS Reports" documentaries he will be doing next season. These, ironically, will be the same kind of documentaries Murrow did on "See It Now," the cancellation of which threatened a professional breach between Murrow and CBS back in 1958.

But Murrow begs us to forget past CBS friction ("Let's not plow through those old waves").

More important, Murrow is back in a medium which sorely needs his knack for the TV documentary, his wisdom, courage and powers of communication. In the television news field, no other commentator has come close to duplicating Murrow's resounding impact on the small screen. But a Murrow fan named Carl Sandburg said it better: "By God, whatever is wrong with the world," Sandburg noted, "it ain't Ed Murrow." ●



MURROW likes to get close to news source. Above, he interviews Pres. Nasser of the U.A.R.

VARIETY 7/27/60

Convention Coverage Sparking Some Soul-Searching Among CBS Brass on News Styles, Techniques

By BOB CHANDLER

Coverage of the national political conventions over the past three weeks by CBS-TV may have marked a milestone for the network's news operation—the end of one style of reportage-commentary and the start of a search for a new and distinctively television approach to major news events.

It was CBS' comparative flop—both from a critical and rating standpoint—in covering the Democratic conclave in Los Angeles that has sparked some intensive soul-searching at the network over what went wrong. The concensus, at least among the non-news executives at the network, was something like this:

They found the CBS job of coverage analagous to the radio sports announcer who switched to television and covered a fight or a ball game as if he were still on radio, striving to create excitement with dramatic effect. It fell flat on tv because the viewer could see that the action was dull. The old business of calling a clinch a right hook just didn't work anymore.

Similarly, the efforts of CBS to instill a high sense of drama into the convention proceedings—as contrasted with the matter-of-fact-ness that prevailed in the NBC Huntley-Brinkley job—just didn't come off. For all the CBS effort to make something basically dull seem full of excitement, the cameras belied the tone of the network's coverage. And the web's sometime frantic efforts to pontificate tended to compound the trouble.

Going beyond this, the execs point out that the basic tone of CBS News has always been an extremely solemn one, a carryover to some extent from radio, also an attempt (possibly unconscious) of CBS News to pattern its reporters and for the correspondents to pattern themselves in the image of Ed Murrow. Since Murrow hit it big in tv—the first radio newsman to do so—nearly every CBS newsman has tended to ape his solemn style. It's worked for Murrow, but not for the rest of them.

But it all came out in the wash during the network's convention coverage, when the more down-to-earth, practical approach to NBC to the event won away some of Columbia's most loyal adherents. The additional ways and wherefores were plentiful, but there's a growing belief that the solemn, sometimes stuffy and always let's-make-it-look-important technique of CBS has finally had it.

There were goofs related to the convention itself. One was the assignment of Walter Cronkite to the anchor spot. Cronkite is an exciting narrator whose voice and style carries a sense of the dramatic and the urgent. But he was misplaced at this show, where there was little drama and less urgency. Interesting contract was the soft-sell job by Bob Trout on CBS Radio.

A second was the sudden switch of Ed Murrow from the role of roving reporter, which he had handled excellently (bailing CBS out of an embarrassing spot by grabbing all leading candidates for pre-Convention interviews at the same time NBC had lined 'em all up for live "Meet the Press" appearances), to that of co-anchorman with Cronkite. Murrow doesn't find rapport easily with his CBS colleagues for one thing; for another, he resorted in an effort to say something worthwhile to somewhat extreme evaluations of the various contenders in appraisals that at best could be termed "unkind."

A third lay in the news assignments. Howard K. Smith, probably the network's best straight-reporter, was isolated atop the Sports Arena with nobody to talk to. Alexander Kendrick was made the funny-man, but he was forcing all the way and it was obvious. At the same time, some key assignments were handed the relatively inexperienced younger correspondents like Nancy Hanschman and Bernard Eismann, and the greenness showed. And some of the older correspondents demonstrated some surprising over-eagerness, particularly Richard Hottelet, with reports of floor fights that never materialized.

But those were the incidentals, things that can happen anytime. Basic to the soul-searching is the question of approach—whether the American tv audience, exposed as it has been to the great events of world history by television since the last conventions in 1956, have matured to the point where they can recognize a story or the lack of one when they see it. If they have, and the convention coverage indicated this could very well be so, then the awe-filled, solemn, overly dramatic play-by-play and even the commentary that has distinguished CBS News since the start of television may now be outmoded.

TV: Critic's Eye View

Observations on Coverage of President in Chicago and Other Convention News

By JACK GOULD

RANDOM jottings on television's coverage of the Republican National Convention in Chicago:

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The sight of President Eisenhower wiping confetti out of his eyes, ears and strand of hair or two was live TV at its most fascinating yesterday afternoon. The President was all but lost in a veritable cloud of torn paper, but the close-ups showed a man enjoying himself hugely, particularly in the zest with which he threw a balloon out of his car.

At moments when the crowd seemed almost ready to get out of hand and pedestrians were rushing from the curb to shake the President's hand, the two TV networks covering the arrival—the National Broadcasting Company and the Columbia Broadcasting System—effectively showed the Secret Service men rushing to the side of the President's car. In reporting such detail and in the broad panoramic views of the scenes in the streets, the networks reaffirmed their mastery of covering motorcades. Two motorcades in two days, however, is enough.

•

It is probably fortunate that political conventions do not occur too often, for the principle of privacy surely would be badly battered. Officials are being interviewed when they get on elevators and when they get off, and no doorway seems immune to invasion by Big Brother.

Fine as competitive zeal between the networks may be, a touch of restraint would seem in order now and then. Yesterday, on his arrival at the airport, President Eisenhower was greeted by a local committee chairman who accommodatingly agreed to wear a microphone for C. B. S. while leading him down the reception line. Almost every word the President said could be heard distinctly.

Such eavesdropping has an undeniable fascination, human curiosity being what it is. But it would seem desirable that the President at least should know when his escort is bugged and that anything he might say could be carried around the world.

On late Monday evening Vice President Nixon and former President Herbert Hoover sat down for a formal picture only to discover a young man with a microphone crouching between them. Mr. Hoover magnificently exercised the prerogative of the only man in Chicago not running for something; he broke it up.

•

There is beginning to be talk of the "new" Edward R. Murrow. At least at the Republican convention the C. B. S. commentator has put aside the dour look that was noticeable in Los Angeles and is approaching his current assignment with increasing zest and wit.

During the lulls in the account of the arrival of President Eisenhower, he also had some serious observations that were pertinent and succinct. His interpretive analysis of Monday night's session was decidedly worth while and could have been longer.

Apparently a touch of freedom in TV can be contagious. After the free-wheeling team of David Brinkley and Chet Huntley wooed a viewer or two over to N. B. C., it would appear that Mr. Murrow and Walter Cronkite also loosened up their commentaries. The summer of 1960 indeed will be remembered finally if it introduces the age of greater relaxation and excitement to TV news.

•

N. B. C. continues, however, to give the most time to the world of politics. Yesterday afternoon it alone carried Governor Rockefeller's press conference announcing the New York delegation's support of Vice President Nixon. It also covered a tea for Mrs. Nixon at which Dave Garroway asked the week's silliest questions of some puzzled distaff guests, and Bill Henry displayed the amusing helplessness of a man caught in a hen party.

Representative Walter H. Judd of Minnesota, the keynote speaker, perhaps has played hob with the notion that the advent of television has doomed old-fashioned oratory. At least during his Monday evening speech the TV networks did very little jumping around to alternative shots from the convention floor. To hold the attention of video directors is the acid test.

JACK O'BRIAN SAYS:

Brinkley Isn't Funny--to CBS

Jack O'Brian

NBC's winning the early honors this convention, too, both in ratings and for smoothness and full, sensible, non-gadgety get-around . . . No doubt of Ike's popularity after last night's emotional eruption, and shots of Mamie and Ike's brother Milton with tears glowing in their fondly admiring eyes at so affectionate a demonstration were nice if fleeting scenes . . . Ike offered his version of a give-'em-hell speech—with dignity . . . Mamie Eisenhower's gift of a gold bracelet from lady Republicans was presented in true hen-party fashion—tangles and tangles of wrappings.

• • •

SITTING THERE WITH NO network sense of humor at all, mostly because of the glum, pontifical and elaborately over-thoughtful political pedantics of Egghead R. Murrow, CBS made its lack of play-by-play wit official by formally deploring its use elsewhere . . . "Elsewhere" meaning NBC's David Brinkley; and such a display of green political envy, as our old friend and sage Marx B. Loeb would say (and has), "That's quite a plume in his hat."

But David Brinkley's wit isn't a gag-writing, get-funny-at-any-price performance, simply a tightly disciplined gift of capsule irony, a perception of the amusing in the obvious as well as in the unusual . . . Also, a neat and experienced built-in barometer for seriousness when needed, or lightness to clear the pontifical gloom.

• • •

7/27

On the Air

By BOB WILLIAMS

Network rivalry in the TV political convention coverage reached a new extreme today with the disclosure that President Eisenhower's remarks to official greeters at Chicago's airport had been broadcast by means of a concealed microphone.

CBS proudly announced it had planted a wireless microphone yesterday on an apparently willing accomplice, W. H. Rentschler, chairman of the GOP's "Ike Day" celebration.

A network source said the microphone was attached to Rentschler's tie.

The President apparently was unaware that his conversations with the welcoming committee were being broadcast to the nation. Rentschler introduced him to each of the greeters.

He was heard to ask one woman: "Are these your children—or your grandchildren? Lovely children!"

All of the President's remarks were of a social nature. No political secrets were disclosed.

The network spokesman said the microphone was of the same type as that used for the "audio pickup" of Soviet Premier Khrushchev's remarks during his visit to the Roswell Garst farm in Iowa.

LOWELL THOMAS

* * *

The second night's session of the GOP convention, with the President as the headlined speaker, drew an audience of 14,237,000 homes, according to the National Arbitron report. It marked an increase over the average audience for the Democratic convention's second night—13,121,000 homes . . . With Vice President Nixon's nomination tonight as the GOP White House contender, both NBC and CBS will switch to Hyannis Port, Mass., for interviews with Sen. Kennedy, the Democratic Presidential nominee.

* * *

Lowell Thomas drew one of the strangest assignments in his long career as a radio-TV commentator last night. He became a sort of official "back-slapper" for the CBS staff.

ABC was focusing on the convention floor and NBC was deep in a discussion of the prospective GOP platform when co-anchorman Walter Cronkite of CBS announced that Lowell Thomas was "in the press section where we usually hear from Howard K. Smith."

Thomas then appeared on camera and launched into a praiseful spiel about Cronkite, Alexander Kendrick, Smith, Nancy Hanschman and "my neighbor" Edward R. Murrow. He appeared to be reading most of his material.

When the "house ad" was over and the camera had shifted back to Cronkite and "co-anchorman" Murrow, the latter said:

"Walter, we've all received not an Emmy or an Oscar but a Tommy."

Meantime, NBC had switched to a pickup from the United Nations Security Council and Ch. 7 was hearing from a convention floor correspondent . . . And CBS went back to work.

The lady from the Connecticut delegation who presented an ancient gavel to the convention emphasized that it had been made of oak from Adm. Perry's ship—and had been inscribed with "Don't Give Up the Ship," which she credited to Perry. The oak might have been the real thing, but the words were those of Capt. James Lawrence. Perry was the "We-have-met-the-enemy" fellow.

NBC's Ed Newman came up at the close of the night's telecast, with probably the best description yet of the network's Huntley-Brinkley team—"the interwoven pair" . . . Gov. Rockefeller applauded only part of the Eisenhower speech. As Howard K. Smith noted, the Governor "sat on his hands" when the President claimed that the nation's defenses were "adequate" . . . Vice President Nixon's daughter, Julie, 12, apparently couldn't help herself during Sen. Dirksen's syrupy-smooth oration. She seemed to be catching 40 winks.

* * *

Nixon's mother, Mrs. Hannah Nixon, said it to ABC correspondent Paul Harvey: "Mr. Harvey, please don't call Richard, Dick . . . President Eisenhower said it over the air: ". . . Each of you are ready to roll up your sleeves . . ."

* * *

For CBS Radio, Alex Kendrick did a bit of eavesdropping on his own. He listened in on the briefing of Chicago Amphitheater ushers, some 100 hearties, by their chief. It went like this:

"Rule 1: Keep your (white) gloves on no matter how dirty they get. Two: If a man who says he's an FBI man comes to the door and, even if he shows you his credentials, don't let him in—even if he proves he's an FBI man. Nobody's allowed in without a ticket. Only Secret Service men can come in without tickets. Badges are no good no matter how many bars they have showing how many years service to the Republican Party. Nobody is allowed in without tickets—no Senators, no Congressmen, not even pages . . .

"Do not be impolite, just strict. Please them to death until they sit down . . ."

'TV'S FINEST HOUR': DEMO MEET

TRIBUTES HELP ERASE STIGMA

By GEORGE ROSEN

Television last week took on the herculean assignment of covering its biggest news story in four years and came away smelling like roses.

Only six months ago the broadcasting industry was reeling; from the man in the street to President Eisenhower himself, television was a dirty word, with an entire industry shaken by exposes, probes and, in many instances, sponsor revolt. And in one fell five-night swoop, spanning Monday-through-Friday, tv last week distinguished itself in an unprecedented, back-breaking job of serving the American public.

In the intra-mural sweepstakes, in which the three major networks battled it out for topdog status, it was unquestionably Dave Brinkley-Chet Huntley's show, with about as many votes to spare as John F. Kennedy vs. Lyndon B. Johnson. The NBC twosome tied the whole Demo tv spectacular into a neat little package beribboned with a warmth, personality, a singular freshness, a leisurely though authoritative and persuasive approach to the business at hand, and suggested to the viewer, in their own style and thinking, the "new era and spirit of youthfulness" which, in fact, permeated the Kennedy win itself.

Yet this in no wise detracts from the overall credit redounding to all three netkorks. It cost somewhere between $19,000,000 and $20,000,000 to do the job (which also includes the still-to-come Republican convention in Chicago and the November elections), and totes up to a

(Continued on page 42)

VARIETY - 1/28/59.

Sex & the Internal Revenue Boys

Washington, Jan. 27.

Now that Edward R. Murrow has brought up the subject, what does sex mean to the Internal Revenue Service?

It's a real big headache. But don't get Uncle Sam's tax agents wrong. They've just got different kinds of problems from most guys. They're supposed to see that all Americans are taxed—and taxed alike.

To accomplish this mission sometimes means spying on call girls and prostitutes to get an idea of their average volume of trade (to see if they tell the truth in reporting their income). But IRS is short-staffed on sleuths and not much of this kind of private eye work can be carried out.

Even when it is, there is always an argument when one of the professional gals is hauled in for understating income. IRS records are loaded with a familiar story. Prosties complain that they have no earned income. Those greenbacks passed to them are "gifts," they claim. And Uncle Sam can't tax gifts of less than $3,000 total from a single giver in one year.

Corporations and big businessmen who hire call girls for customers and clients (like Murrow told the nation about) are rarely willing to argue with IRS if caught.

Tax agents were familiar with sex in business long before Murrow pulled the cats out of the bag.

NAM Castigates Murrow

Edward R. Murrow this week was slapped at by the National Assn. of Manufacturers for his narration of "The Business of Sex" over CBS Radio.

In an editorial appearing in the current NAM News, Murrow was described as "the social philosopher of CBS" who "has proved himself to be a past master of innuendo, smear, snide implication, and unsupported accusation—tactics which he alleged were used by the late Sen. Joseph R. McCarthy, a man who he pilloried unmercifully and unfairly."

Editorial castigated Murrow for charging that big businessmen used the service of call girls "to help put across big deals." It said that both the Journal-American and World-Telegram had censured the CBS broadcaster for his remarks.

NAM's editorial said if Murrow was "honestly interested in carrying on a social crusade" he should record the complaints of those "who wrote to the McClellan Committee describing how they were slugged, beaten, intimidated and denied the right to earn a living by some of the arrogant czars of the labor movement." It also charged that Murrow was "all too ready to spring to the microphone or the tv camera at the slightest hint that businessmen have been guilty of wrong-doing or anti-social activity."

Labor unions will benefit from Murrow's remarks, the NAM insisted, and that already union leaders are asking the McClellan Committee to switch from its survey of unionism "to the use of sex by business, which perhaps is the purpose of the program presented by Mr. Murrow."

Radio, Tele, Newsreels Gang Up Vs. Ban by House Red Probers

Variety 2-9-49

Washington, Feb. 8.

Squawks resulting from the ban on radio, television and newsreel coverage of future hearings of the House Un-American Activities Committee were reaching the proportions of a cause celebre this week.

Latest to join in the protests was the National Assn. of Broadcasters which issued a blast at the Committee yesterday (7) for making a decision "so sweeping as to deprive the American people of a great deal of truly priceless information." Committee action in barring radio and television is discrimination against "some forms of reporting the news," said NAB, in asking that media reps be given the chance to explain the value of their coverage to listening and viewing audiences.

Committee chairman John S. Wood, of Georgia, meanwhile informed Mutual commentator Albert L. Warner, chairman of the House Radio Correspondents Assn., he would take up an appeal from the correspondents when the full committee next meets in executive session. Warner had asked for reconsideration of the ban, which also includes recordings and still photographers.

The Committee decision, which was agreed to unanimously to remove the taint of sensationalism from its operations, served to focus attention on the value of wire, tape and film in documenting radio and television coverage of public hearings. Edward R. Murrow of CBS, protesting the ban in his Feb. 1 news broadcast, emphasized the objectivity of the microphone.

Murrow's stand in behalf of radio and camera induced CBS to formally protest "against exclusion of broadcasting, television and recording equipment from public sessions" of the Committee. Barring the citizenry from "personal observation of public sessions," CBS said, nullifies the benefits Americans are entitled to through the medium of radio.

NAB's protest also pointed to the documentary value of radio in news reporting. A. D. Williard, exec veepee, wrote Chairman Wood the Committee action seemed to him a kind of discrimination "in a very disturbing sense." Television, tape recording and instantaneous broadcasts of hearings, he said, are "new forms of journalism."

Others who joined in the protests were Walter Compton, manager of DuMont's Washington television outlet, WTTG, and Hilmar Baukhage, ABC commentator.

Indications that the committee might reverse its stand came in a statement by Chairman Wood to Murrow. "For myself," Wood said, "I'm not at all sure that the committee is not losing more than it is gaining. All the avenues of information to the American public are valuable. I know that the committee has abused its publicity perogatives in the past. But I'm not sure that the action we have taken is the way to correct that. It doesn't make too much sense to burn down the barn to get rid of the rats."

Subscription

Wednesday, December 17, 1947

Inside Stuff—Radio

An old radio tradition, that the talent (or the talent's agent) on a program generally hates the commercials and believes they chase listeners, was recently booted into the alley by Mark Hanna. As agent for Dorothy Kilgallen, whose weekly 15-minute star-interview series is heard Thursday mornings on ABC, he wrote the following note to Sylvia Dowling, Young & Rubicam commercial writer for the stanza:

"Just to weigh in with some kudos. This morning's 'Casbah' commercial was only wonderful! It segued cleverly from the Raft tag and was hilariously done by Jackson. As a matter of fact, I brag to others about the commercials on this show—but today's was the topper."

Miss Dowling also writes the commercials, usually comedy, for the "Duffy's Tavern" series.

Henry Gladstone, until recently a commentator on a health and home economics series on Mutual, obtained payment last week in settlement of his $457 claim against the American Institute of Food Products. The case, involving alleged breach of contract, was settled by Robert Bories, president of AIFP, a program package firm, during the course of an American Arbitration Assn. hearing. The defendant had argued that the AFRA network code did not apply to the case.

George Heller and Ken Groot, of AFRA, were witnesses for Gladstone, who was represented by the union's attorneys, Jaffe & Jaffe (with Mortimer Becker arguing the case).

In a unique attempt to create a critical, radio-wise audience, Girl Scouts of America are issuing special badges to encourage intelligent listening among its 615,000 intermediate members. The Girl Scout Radio Badge will be used to promote knowledge "of how radio programs are built, to analyze our own listening habits, and to become constructively critical as befits the citizens of a democratic society."

To earn the badge, the scouts will be required to plan a 15-minute broadcast based on their outfit's activities and visit a broadcasting studio to find out what's involved in the directing, writing, and producing of a regular program. In addition, the scouts will be required to handle eight other projects involving, among other activities, a critical estimate of their favorite radio shows.

Two of CBS' top brass stopped off in Washington last week for a chat with President Truman. Prexy Frank Stanton paid his visit last Thursday (11) and took with him three volumes of recordings of Truman broadcasts. Stanton refused to tell what else he and the chief executive discussed in their 15-minue session. Following day (12) CBS newscaster Ed Murrow paid his call and among other things probably gave Mr. Truman a quick fill-in on the royal wedding which Murrow covered for the network.

VAR 2-24

Roundtable, News Entries as CBS-TV Contribs to 'Image'

Of the two half-hour weekly programs CBS-TV is expected to do next season as its part in the three-network bargain with FCC Chairman John Doerfer, one will probably consist of Monday night roundtable discussions and the other of a Friday night in-depth feature news story. These are the latest ideas out of the CBS News department, which is producing the programs for the network.

These programs will be in addition to 26 hourlong "CBS Reports" programs, being handled for the most part out of the Fred Friendly production shop at CBS.

Network is thinking of using the Monday and Friday 10:30 periods, although the time periods are not definite. However, fact that the network is still playing with a new program for 10:30 Friday (last week it was one called "Charlie Paradise," a pilot CBS has had around for some time) indicates that while "Person to Person" seems to have neatly straightened out its various problems CBS is still not taking any chances on being caught without a proper replacement.

It's possible that the Les Midgley production unit at CBS, which is also doing the Firestone pubaffairs specials, will be given the additional job of doing the Friday news shows. There will be 26 of them, regardless of what spot they finally land in for next season. The Monday latenight anchorage will be utilized only two out of every three weeks, according to the dictum of CBS a few weeks ago in complying with Doerfer's request for the webs to upbeat public service. Third week will go to CBS affils for local pubservice stanzas.

Emmy Show

Continued from page 27

done as well as what we intend to do."

Nelson, a member of the ATAS Hollywood Board of Governors charged that the current plan for a March cutoff "follows no known season—calendar, theatrical or broadcast." The Academy—"the industry's highest sponsor . . . thus comprises itself in order to have a bite of sponsor coin, sacrificing principle for money."

He continued: "I don't like the idea of the ATAS streetwalking along Madison Ave. to gain an end whatever the merits of its aims." Rather, he said, the three-network telecast embracing awards and

VAR 2-24

Stanton on Controls: 'Government Prescription Is Irresponsible Way'

Dr. Frank Stanton last week again warned against the "mischievous doctrine" of Federal censorship. Speaking in New York, the CBS president said that once government intervention in programming starts, government censorship will spread surely to print media, and that instead, of dictating a path of strength, will lead only to timidity.

"There is no conceivable way," Stanton declared, that "benevolent censorship . . . can be limited in degree or nature.

"Control over what goes out over the airwaves is no more justified than control of what is distributed by the postal system. Second class mailing privilege—as vital to many publications as the airwaves to broadcasters—should not be withheld from any magazine because it will not submit its editorial contents to review by a commission. Newspapers should not be required to yield control of editorials and features to a commission because economic facts preclude an unlimited number of papers in the community."

"Regulation is just the wrong, precipitous, the penny-wise, pound-foolish way of seeking improvement," he said. Stanton's speech was an attempt at support for a pro-tv stand by the many print men in his audience at a Waldorf luncheon given by Print-

(Continued on page 88)

VAR 2-24

Saga of the Coin Flip Decision On Politicos' 'Finest Hour' (Nov. 7); Events Leading Up to CBS Turnabout

Washington, Feb. 23.

Democratic National Committee chairman Paul Butler's presidential campaign coup of placing a written order last July for the final hour of election eve on the three tv networks has touched off a series of desperate policy shifts by NBC and CBS.

Under pressure of ad agency demands and counter-demands, and suffering a bad case of Congressional nerves anyway, the webs were trying to peddle the all-important campaign hour by the flip of a coin.

And last week l'affaire Final Hour culminated in the CBS edict that the web would not accept orders for commercial political broadcasts carried at the same time on the other networks.

But leading up to the CBS policy directive, which was immediately attacked by Butler, were these behind-the-scenes shifts:

Closely following a VARIETY story in December which reported the Demo's written order for the 11 to 12 p.m. slot on Tuesday, Nov. 7, Republican committee ad agency BBDO filed a similar order with the three webs. (It's understood the agency demanded the time on the unusual premise that the Republicans ordered it four years ago and the order still stands.)

Then in a letter dated Dec. 31, NBC veepee and political contact William Hedges informed the parties that the web was inviting them to flip a coin, winner to get 11 to 12 p.m., loser to take 10 to 11, or any part thereof, of the same night.

Presumably network chieftains then put the question of the coin flip to FCC chairman Doerfer during the parlays in January, receiving a nod on the gambling policy from the Commission chief. On Jan. 18, CBS prexy James Aubrey wrote the parties, seconding NBC's coin-flip decision.

He said that the CBS editorial board had decided not to accept the order of either party. "Instead, the board concluded that the hour in question should be divided into two half hours, one to be available to the Democratic National Committee, and the other to the Re-

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Saga of Coin Flip

Continued from page 29

public National Committee. Representatives of each of the Committees are to determine which gets the first half hour and which gets the second by the toss of a coin. If either of the two groups refuses this procedure, the order of the other group for the full hour will be accepted.

"As a last resort, should the above procedure prove unsatisfactory to both of you, then we suggest that you toss a coin to determine which of you can receive the full hour."

With the Democrats sticking to the demand that the early order should get the time—backed by the argument that the Republicans had the final hour last time out—CBS editorial board pulled the policy switch of last week and finally issued a public statement: "CBS will not hereafter accept any commercial order for any political program intended for identical simultaneous broadcast on two or more nationwide television networks; or two or more nationwide radio networks; or two or more radio stations or two or more television stations in a community in which CBS owns a station . . . Since the foregoing policy applies only to purchase of time for political purposes, it does not preclude simultaneous broadcast of such events of clear national or local significance as (on a network basis) the address of the president of the United States or his inauguration, or (on a local basis) the address of the chief executive officer of a state or city."

An inside memo, however, which was passed along to affiliates via closed-circuit last week, spelled out l'affaire Final Hour and stated that it was the reason for the simulcast policy on commercial political time.

CBS probably expects the other networks to make similar policy edicts, but will be more than glad to ride it out alone—if it can overcome pressure from the parties. Except for political buys in station option time, the networks stand to

Fred Friendly In Staff Expansion

VAR 2-24

The Fred Friendly staff, gearing up to handle several additional hourlong "CBS Reports" this season and next, has given new work to four established producers, and converted a longtime Friendly aide into a full-fledged producer in his own right. In addition, CBS News hired former local commentator Bill Leonard as a staff correspondent, but it seems Leonard will work mostly on the various Friendly projects and not until the summer political conventions on straight reportorial assignments.

Friendly is giving more work to Gene DePoris, who did the Marian Anderson and Danny Kaye shows for him sometime ago and who is working on the Yul Brynner program being lensed abroad. Also, there'll be Jack Beck, who did "Space Log" at CBS, and Arthur Morse, who recently finished "Lost Class of '59." These three have been assured of several new projects in the Friendly camp. Additionally, Friendly has taken on David Lowe, with whom he'll be working for the first time, to produce a pubaffairs one-shot this spring. Lowe did a series of highly-touted medical shows for NBC. Former aide Eddy Jones got a producer's job with Friendly, too, but his assignments were not disclosed.

VAR 2-24

Butler: 'CBS Unfair to Democrats'

Washington, Feb. 23.

CBS is unfair to Democrats. Or, so complains Paul M. Butler, chairman of the Democratic National Committee.

Butler fired a telegram to Dr. Frank Stanton, CBS prez, describing himself as "shocked" by the CBS editorial board decision to refuse paid political broadcasts if they are to be shown or heard over the webs simultaneously. Same rule applies to CBS o&os when other stations are carrying political broadcasts locally.

Butler said he was going to the Federal Communication Commission and "appropriate committees of Congress" (the latter under Democratic control) "to consider this policy and to take appropriate steps to prevent its application in the 1960 Presedential campaign."

Butler noted that the Republican President, Dwight D. Eisenhower, can broadcast on all networks simultaneously. The VIP Democrat said such Eisenhower speeches "often include direct or indirect political overtones." But, the CBS ruling would prevent Democrats from buying time on all nets to answer him, Butler declared.

"We consider your policy to be illegal, unjust and discriminatory to the Democratic Party," declared Butler to Stanton.

"I urge you to review this policy thoroughly and immediately," Butler added. "I am certain when you do, that, in fairness to the American public, you will recognize the obvious unfairness of the policy."

But when the Republicans were subsequently heard from, there was no objection to the new CBS policy.

GOP National Chairman Thruston B. Morton commented to the press: "If this policy is necessary to serve the public interest, the Republican National Committee will raise no serious objection to it."

BALLOTS AT BEAR CREEK
(See It Now)
With Edward R. Murrow, narrator; Sen. Lister Hill, Rep. Ralph Gwinn, William Caudill, Dr. Allen Gregg, others
Producers-editors: Murrow, Fred W. Friendly
90 Mins.; Sun. (27), 5 p.m.
CBS-TV, from New York

In one respect, at least, it proved fortunate that "See It Now" was forced out of its weekly CBS-TV exposure and given the status of an occasional 60 or 90-minute special (the ideal situation would have been for both to exist, the weekly and the special shows). Within the framework of a 30-minute show, it would have been impossible for Ed Murrow & Fred Friendly to have done the type of well-rounded and tailormade-for-tv reporting that went to make up "Ballots at Bear Creek," subtitled "An Educational Western" and dealing with the problems of education today.

Murrow & Friendly over the years have developed a unique type of television reporting—unique in that nobody has been able to match or surpass it in terms of visual presentation of vital issues—and this type of reporting was at its best in Sunday's presentation, which preempted the regular "Omnibus" showing in a well-timed insertion of the educational issue on the eve of the White House Conference on Education. In tackling a subject like education, comprising so many intangibles and subjective factors, not to say the vastness and complexity of the problems themselves, Murrow & Friendly put their cameras to excellent use in microscoping the problems.

This was done by focussing the program on an election in Jefferson County, Colo., of which the town of Bear Creek is one constituency. The election was for the approval or rejection of a $7,500,000 bond issue for new school construction, and this in turn was an issue within an issue, stemming from a previously passed "reorganization" and "consolidation" of the county's school system. With the election headquarters as the central point, the "See It" cameras roved all over the county, covering meetings, luncheons and conferences and interviewing every type of individual.

This was no simple issue—just like problems of education over the nation aren't simple—there was bitterness over the closing of rural one-room schoolhouses which once had been the "community centre" for both the kiddies and adults; children under the consolidation had to ride as far as 30 miles to school in busses, leaving them tired at the end of the day and also unable to participate in extra-curricular activities. At the other extreme, teachers in the one-roomers were forced to conduct lessons for eight different grades in one classroom at the same time under the old system. Add the question of increased taxes, lessened farm income, comparison of Jefferson's tax base with that of neighboring counties, etc., and the matter instead of being a dry survey became an intensively personal and emotional one. Murrow & Friendly captured the personal and emotional approach within the framework of the national issue — that's what's meant by tailormade-for-tv reporting.

[illegible] other elements to [illegible] use of teachers' aides, usually college - educated housewives who took the clerical and other non-teaching chores off the teachers' hands, speeding up the educational process and helping out the overloaded teachers. Caudill, a Texas school architect, demonstrated some beautifully spacious and appealing new school buildings which he declared cost no more than the antiquated types of school structures. And Dr. Gregg laid down a frightening warning of the results of school neglect on the children with force and clarity.

Only unsatisfactory portion of the show was a long-distance debate on federal school aid with Sen. Lister Hill taking the affirmative and Rep. Ralph Gwinn the negative. Only about 10 minutes was allotted them, not nearly enough time to get it off the ground, and Murrow couldn't control the highly emotional and factually irrelevant nature of the discussion. *Chan.*

DEAREST ENEMY
With Cornelia Otis Skinner, Cyril Ritchards, Anne Jeffreys, Robert Sterling, Donald Burr, Donn Driver, Leila Martin, Wynne Miller, Elaine Spaulding, Greta Gray, Byron Halstead, Lewis Brooks
Producer-Director: Max Liebman
Words and Music: Richard Rodgers & Lorenz Hart
Original Book: Herbert Fields
Adaptation: William Friedberg, Neil Simon
90 Mins., Sat., 9 p.m.
OLDSMOBILE
NBC-TV, from N.Y. (Color)
(D. P. Brother)

The 1925 Richard Rodgers and Lorenz (Larry) Hart musical, "Dearest Enemy," doesn't rank among this team's major theatrical works, but it was turned into an amusing romp on Max Liebman's latest spectacular for NBC-TV last Saturday night (26). Telecast both in color and standard black-and-white, the book was skillfully adapted for the boundaries of the video screen and the frothy yarn was spun out with humor and pace.

An excellent quartet of top players helped to carry the book smoothly over some of the sagging sections. Cyril Ritchards, as the lady-loving British General Howe, warbled, hoofed and generally performed with a witty edge that set the tone for the whole layout. As the Manhattan matron who helped win the Revolutionary War back in 1776 by delaying the British forces, Cornelia Otis Skinner added her usual stately characterization, but also loosened up sufficiently to deliver several numbers in duets with Ritchards.

The other and younger romantic duo was tunefully played by Anne Jeffreys, as the American patriotic lass, and Robert Sterling, as the British captain who falls into the distaff ambush. The Jeffreys-Sterling team delivered the pop song material in tuneful style and may have a hit revival in the "Here In My Arms" number, which was given several reprises in the tv production.

Opening act which opened in a British Officers Club and then flashed back to tell how the British were tricked into losing the war by a woman's wile, was the strongest of the three. Ritchards had full scope with his renditions of "Cheerio," "Sweet Peter" and "Old Enough To Love," latter with Miss Skinner. With the plot telegraphed in the first act, the next two lost some punch but there were several good song and dance bits also spotted in acts two and three. Settings and costuming were top-drawer and the supporting cast contributed to the frolic.

Plugs for Oldsmobile were spotted between the acts with Patti Page helping to pitch the commercials. *Herm.*

THE MOB
With Earle Birney, Kaspar Naegele
Writer: Donald Erickson
Producer: Daryl Duke
30 Mins.; Sun. 6 p.m.
CBC-TV, from Vancouver

This stanza of "Exploring Minds," a permanent weekly half-hour series on Canadian Broadcasting Corp.'s national network from various cities, used clips from three films. Discussing these, between clips, were two U. of British Columbia profs—Earle Birney, also a poet and novelist, and Kaspar Naegele. It attempted, with remarkable success in so short a time, to dissect and analyze mob violence.

[illegible] clip—too long because [illegible] rhythmically marching feet. It was hard to remember that under all this icing was a very poisonous cake—which led to the destruction of most of the Jews in Germany and to a terrible World War . . . A great number of the little mob violences we see among us today, organized by a leader like Hitler, could produce large-scale mob violence."

Naegele described the appeal as "Let us lose ourselves as individuals, then find ourselves again in a vast single-minded fellowship with our neighbors!"

Show led off with a Canadian example: the rioting in Montreal last March after hockey star Maurice Richard had been de-iced for the season because of a fracas in Boston. Brief actuality of this was shown, and discussed in terms of "the scapegoat" (in this case Clarence Campbell, National Hockey League prexy, who was mobbed for suspending Richard). That animal cropped up again in a clip from a

(Continued on page 45)

ASSIGNMENT: INDIA
With Chester Bowles
Director-producer: Ted Mills
Associate producer: Robert Graff
Writer: John Frederick Muehl
Musical Score: Alan Hovhaness (conducted by Maurice Levin)
60 Min.; Thurs. (24) 5 p.m.
NBC-TV (film in color)

NBC-TV dished up a rich morsel out of its public affairs domain on Thanksgiving afternoon when it presented a 60-minute color film presentation of "Assignment: India." NBC calls it a "dramatic new experiment in television news coverage" which brings the "By-line" technique to the medium. Whatever its designation, NBC can be justly proud of (and the viewing public thankful for) this unusual and enilghtening offering.

This is the on-the-spot film made in India by an NBC camera crew as it tagged along on the heels of ex-Ambassador Chester Bowles while he interviewed Prime Minister Nehru and then called at Bombay, Calcutta, Chandigah (the new city on the plains); the steel city of Jamshedpun, the holy Hindu city of Benares, Sarnath, the holy center of Buddhism; Cochin, the waterways of the South Indian coast, and otherwise captured the bustle, the confusions and the growing pains of a country's rebirth.

This was more, far more, than a travelog. It was a testament with a point of view; a brilliant and all-encompassing pictorial depiction of a backward nation struggling, after 200 years of static condition, to achieve social and economic progress in tune with a 20th Century democracy. This was anything but the "Coney Island India" movie short brought back for the edification of an ivory tower audience; it posed realistic problems as the cameras explored a nation in transition; a democracy still unsure of itself and uncertain whether it will "go West" or succumb to the Communist doctrines, but all consciously aware that Gandhi had "upset everything" and that, whatever the decision, it would have a profound effect on the world's future.

It was truly amazing what director-producer Ted Mills and his associates encompassed within the hour's span. The Bowles-Nehru interview was merely the stepping off place for a visual documentation of one of the greatest "news stories" of the century—the emergence of a new society out of a backward nation (with its still 88% illiteracy and 373,000,000 people averaging $50 a year). Pegged to the thematic "wherever you're going, you begin where you are," "Assignment: India" detailed (in vivid tint quality) the slowness and the plodding in coping with antiquated customs and facilities in the desperate struggle to advance housing, education, farming, irrigation, sanitation, etc. The cameras went into the slums of the untouchables; into the villages, to the farms and the fishing coasts, and to the temples. It probed into the minds of individuals, from Nehru to the lowly street vendor and peasant and came up with a truly fine pictorial exposition of a spirited nation trying its best to set its "new house" in order.

Next stop on the "Assignment" agenda, NBC hopes, is Russia. *Rose.*

Bamberger Turkey Trot Shows Heels to Macy's In Ultra-Violet 'Lights'

on the holiday morning, with the telecast NBC'd from 11 a.m. to noon. Bamberger's, a unit of Macy's in Newark, N. J., for the first time held a night processional, and on the eve of the holiday. Half-hour show at 6 p.m. was sponsored by General Electric on CBS.

The Newark gobbler gala was much more interesting to watch. The town was darkened along the route to lend high theatrical effect via the "black light" invention of Dr. Alexander Strobe, ultra-violet light playing on painted objects. Some floats and figures came magically alive as the cameras picked them off for the homescreens. Paul Levitan, as the producer for CBS public affairs, took thorough advantage of the fact that here was a parade with both the street crowds and tv audiences in mind. This was no special event tail wagging the video dog, rather an example of how imagination and good coordination can work a

(Continued on page 45)

MUTILATED PAGE (s)

DAVE REQUE ON TV

Murrow Tackled a Toughie

CHANGES in systems are built slowly, but Ed Murrow last night cemented quite a few bricks together, I imagine, in an effort to persuade us to change our "oh well, who cares?" way of nominating Vice Presidents.

In his first "See It Now" of the season the wavy-haired chap with the ultra-sincere voice pointed out that our Republic has been governed 21 per cent of the time by men never elected to the Presidency and that almost a third of our Presidents have died in office.

"Most of our vice presidential candidates have been nominated on only one ballot," Murrow said, in "a game of roulette with the nation's destiny."

It was one of the most thought-provoking "See It Nows" I've seen and made me ponder a problem I hadn't thought about much before.

President Eisenhower's illness and the fact that Vice President Nixon was a controversial figure in the last campaign in no way was tied into last night's program, and I admire Murrow's restraint in refusing what would have been a too obvious twist.

His show would have been as apt 100 years ago and 10 years ago and it probably will be as pertinent 20 years from now. He simply made the point beautifully that our conventions nominate a man as potential President as carelessly as tho the man were being put up for dog-catcher.

Harry Truman, former Vice President and former President, and Sen. Alben Barkley, former Vice President, appeared "live."

Sen. Barkley urged that primaries decide the vice presidential candidates. Mr. Truman said, "There is not a man in the world with enough money to run in all the direct primaries in every state and then run in a nation-wide campaign."

"See It Now" is on a catch-as-catch-can basis this year with no regular schedule or consistent sponsorship lined up.

Last night's thought-provoking affair, a TV landmark, was so excellent you wonder if maybe it won't be the better for being freed of an every-week deadline. Probably it was the most important show Murrow has done.

¶ Godfrey in Style

Joining in on a unusually high-level evening on TV last night was Arthur Godfrey. Attired in white tie and the rest of a formal rig, Godfrey emceed the Pennsylvania state horse show on his "Friends" program and was as much a model of decorum as Little Lord Fauntleroy at Sunday School.

Earlier in the week Godfrey was in the news with another shake-up in his TV family. He fired 58-year-old Larry Puck, co-producer of "Talent Scouts" and the recent bridegroom of singer Marion Marlowe, 26, who was canned by Godfrey last April. "Talent Scouts" band leader Jerry Bresler and "Talent Scouts" announcer George Bryan also got the ax.

Godfrey last night let the regular members of his troupe, the commercials and his own borderline jokes take a back seat as he straightforwardly introduced the horse show contestants.

He pulled only one gag. That was when one horse tried to unseat its rider by bucking, hoisting its rump high off the ground. Godfrey cracked, "That's for the judges."

Godfrey's wife, Mary, showed Alifar, a horse bred at Bazy Miller's estate on River Road. Arthur exhibited his palomino, Catoctin Gold, as he did a few weeks ago on "Friends" from his Leesburg estate.

Godfrey was going thru a dressage routine on "Goldie" when time was up and the network cut him off without benefit of any sort of formal closing.

Viewers who like pretty horses must have enjoyed the show, and Godfrey didn't attempt to compete with them for attention.

I've never seen Godfrey before so subdued and trying so hard to be very proper.

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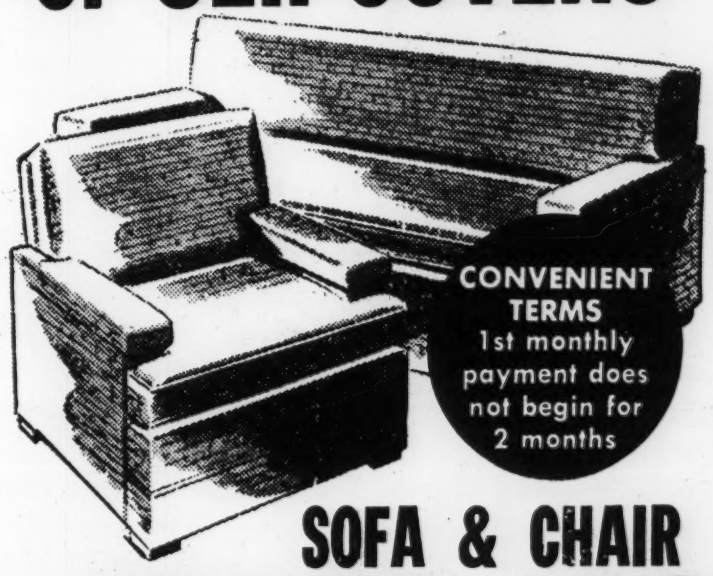

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University of Washington Daily

Z-801 SEATTLE, WASHINGTON, WEDNESDAY, MARCH 29, 1950 NUMBER 80

Distinguished Analyst Baby Sits

BABY SITTING above is Edward R. Murrow, noted CBS radio news analyst. His baby is Wally McDonald, University radio major. Murrow did the baby sitting after an informal discussion with some 200 students and faculty members in the Art building auditorium Monday night. Immediately after the meeting, Murrow left for Portland.

—DAILY staff photo by Ken Monson.

Murrow's Technique Good; He Can Still 'Sit' Babies

Baby sitting may not seem like an occupation in which one could advance. Edward R. Murrow, C.B.S. news analyst, demonstrated Monday night, however, that he still had his sitting technique despite his achievements in the outside world.

While Murrow was holding a small meeting with some 200 students and faculty members Monday night in the Art building auditorium, he recognized one of the babies he used to sit with. That baby, now grown to the full flower of manhood, is Wally McDonald, University radio major.

McDonald explained that when he was a little lad his folks lived in Beaver, Wash., next door to the Murrows. Many was the time, said McDonald, when Ed Murrow was his baby sitter. Now, from that humble start, Murrow has gone on to become one of the nation's top radio news analysts.

During the evening just after Murrow was made an honorary member of the University's radio guild, McDonald stepped up to Murrow.

"Mr. Murrow," said McDonald I'm an old baby that's come back to haunt you."

"I know," said Murrow, who had been tipped off in advance, "My how you have grown."

Murrow an Idol

Then to the amazement of those present Murrow sat down and plunked little Wally up on his knee. The distinguished radio man demonstrated that he could still take care of babies. Murrow probably has kept in practice with his young son, Casey.

"After Ed left Beaver and became famous," said McDonald, "he became sort of an idol to me."

McDonald explained that his mother has always urged him to grow up and become a big radio man like Ed Murrow. That, says the radio student, has been one of the reasons he decided to take radio here at the University. When he graduates, McDonald says that he plans to work in radio and possibly in the radio news field.

Holds Six Degrees

McDonald will have a big mark to shoot at if he plans to follow in Murrow's footsteps. The C.B.S. analyst holds two earned and four honorary degrees. He got his B.A. at WSC. Murrow has been awarded the Peabody Award twice. The honor is radio's equivalent of a Pulitzer prize. When Murrow was 26 he was offered the job of college president. He has preferred to stay on with C.B.S. and Campbell's Soup at some $118,000 per year.

A sort of historic occasion was set Monday night. McDonald and his wife, in order to come and hear Murrow, had to hire a baby sitter to take care of their child. By some stretch of the imagination that might make Murrow a "grand-baby-sitter."

1.4-Billion Spent For Research In 1956

Washington Bureau of RADIO-TV DAILY

Washington — The Electronic Industries Association reports that American industry spent $1.4-billion for applied research and development in the field of electronics during 1956. $137-million of this amount was in telecommunications and broadcasting. Cost of all basic electronics research in 1956 was in telecommunications and broadcasting. Cost of all basic electronics research in 1956 was $6,452.7-million, up 76.1 per cent from the $3,664.4-million of 1953, with $3.1-billion, or nearly half, of the 1956 figure accounted for by the government.

Government spending for telecommunications and broadcasting research in 1956 was $74.1-million, up 25.8 per cent from the $58.9-million during 1953. The Federal government financed 43 per cent of all research and development in telecommunications and the broadcasting industry in 1956.

WSM Appoints Dean Rep

Nashville—The appointment of Phil Dean Associates to handle national publicity by WSM and WSM-TV here, has been announced by John DeWitt, president of the Nashville stations.

Arthur Hull Hayes, president of CBS Radio, above center, is discussing plans for the network's series of six broadcasts of actuality dramas titled "The Hidden Revolution." At left is Murray D. Lincoln, president of Nationwide Insurance, which sponsors the series. At right is Edward R. Murrow, who narrates the programs.

Rollins Names V.P.

Roanoke, Va. — Mrs. Madalyn Pruett Copley has been appointed vice president of Rollins Broadcasting-Telecasting, Inc. O. Wayne Rollins, president of the eight-station radio and television chain, made the announcement. She was employed by the Rollins company in 1949, the first member of the staff of radio station WRAD at Radford. Since 1953 she has served as comptroller and secretary of the corporation. She now lives in Wilmington, Del.

Dual Chore For Williams

Elmo Williams has been signed in a dual capacity as director and supervising film editor of the Bryna TV series based on Viking themes and legends which will be financed and distributed by UA-TV. Williams, who won an "Oscar" for his editing of "High Noon," will share directing duties with George M. Cahan who will also produce the 39 half-hour filmed programs which begin production in Munich in January.

Food, Wine Men S For Radio Ad Cli

Two successful radio ad c paigns will be discussed by men who directed them at forthcoming National Radio vertising Clinic, the sponsor the event, Radio Advertising reau, announced today. Those speak are Martin Morici, v president in charge of sales a advertising for Contadina Foo and Bernard J. Wiernik, vi president of the Mogen Da Wine Corp.

Over 700 sales, advertising a radio station executives will tend the forth annual NRAC, N 19. The advertising vice pre dents of Joseph Schlitz Brewi Co. and National Airlines will jo the two other speakers.

WHDH-AM-TV To Build

Boston—Construction is rea to begin here on new studios f WHDH and WHDH-TV which w make the stations' facilities amo the most modern in the countr William B. McGrath, vice pres dent and managing director, a nounced. The new building w house five radio studios and t TV studios, each 50 by 80 fe and will include all executive a business offices.

Western Women Have Strong Opinions . . . Says

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Women influence the spending of 85% of California's buying dollar . . .

33% of California's women can and do listen to BIG MIKE (the Cal-Val, Cal-Coast radio package buy).

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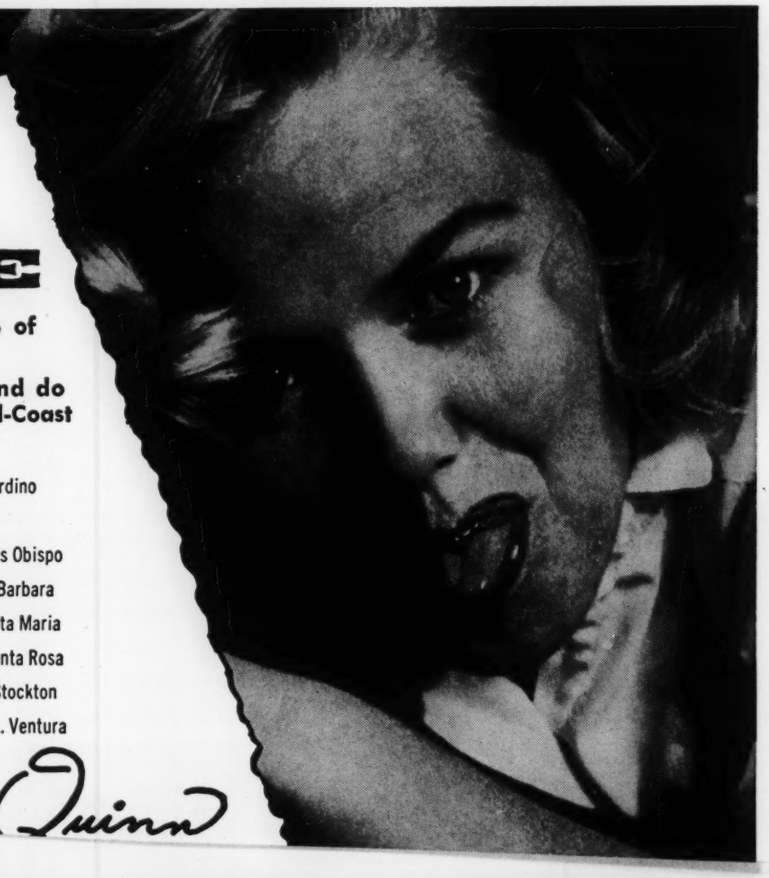


Press

Short Shots from The West Coast

With one-third of the membership of the Academy of TV Arts and Sciences returning questionnaires so far, according to President Harry Ackerman, approval of the proposed professional workshop for actor, writer and director members is virtually unanimous.

Statement of the vote and outline of a plan for implementing the proposal will be detailed to members at a meeting Monday night.

The discussion topic scheduled for the meeting is "censorship," with Rod Serling, who recently has complained of his Desilu Playhouse script "Time Element" being censored by an advertising agency expected to lead the discussion.

NABET-ABC Negotiation Deadlock On Salaries

(Continued from Page 1)

tion department.

A NABET spokesman yesterday stated that ABC press information wage rates are below the levels maintained at other webs. The union is seeking a pay scale parallel with those of the other major networks.

The union has termed the negotiations "Operation Pay Break," a pun based on the network's "Operation Daybreak" programming.

The union has not set a date for a walk-out in the event negotiations are not resumed.

Send Birthday Greetings To—

Oct. 27

Bob Becker	Kathryn Cravens
Jack Kilmartin	Mignon Schreiber
Jack Carson	Philip D. Archer
Bill Ballance	Pete English

Oct. 28

Herbert Butterfield	Joe Hasel
Sydney B. Gaynor	Dick Connell

Oct. 29

[illegible]	Arthur Kohl

New Horizons Loom In Radio-TV From Electronic Wonders

(Continued from Page 1)

Laboratories, Wednesday. Seven other experimental projects were also shown the group which included General David Sarnoff and other dignitaries of RCA and NBC.

Carl Seright demonstrated the portable battery-operated TV receivers—the first time ever exposed to the public. The receiver was developed with two objectives: to show the practicability of transistorizing the full TV receiver, and to show how the use of transistors can cut the power requirements so drastically that the set can be powered by batteries small enough to be housed in the set.

The receiver employs 25 transistors and one tube—a high-voltage rectifier—in addition to the picture tube. It can be powered by a rechargeable storage battery, a dry battery, or by a 12-volt auto battery through a connection with the cigarette lighter in a car. Some states presently permit TV receivers in cars providing that the driver cannot view them.

Set Truly Portable

Ramifications of the truly portable TV sets indicate that it will take TV away from the 110-volt outlets, allowing it to be seen by more people, more of the time.

That stereophonic AM radio is truly a thing of the near future was demonstrated by RCA when it showed a system that broadcasts both channels of a stereophonic sound system from a single AM transmitter, requiring only a single receiver for reception of both channels, and operating on the standard AM band. It will involve relatively simple modifications of AM transmitters by their owners and the purchase of a two-speaker stereophonic AM receiver by the public, which will be compatible in that it will also receive present, or monophonic, broadcasts. Dr. H. F. Olson explained that, by varying the side bands on either side of the AM carrier by the use of a different number of cycles, and then having each one carry one of the two

tube, thus allowing for easier facility of use at remotes, in medical research and industry. The 20 pound camera and 45 pound monitor and control unit require only about 75 watts—less than that required to operate the sealed-beam headlights of a car.

Dr. H. F. Olson demonstrated an experimental RCA-TV tape player which utilizes a twin-track magnetic tape allowing for instantaneous recording of black and white pictures and sound through a standard TV receiver. It will be used to supplement the motion picture camera and film in many applications, and will make it possible to record action in the field and then play back at a later date.

New Decoding Device

The RCA Megacoder is an experimental high-speed micro-miniature decoding device that is able to select one coded signal from more than a million codes transmitted by a single transmitter. This pocket-size innovation makes possible a radio paging system of more than a million subscribers, using a single frequency. It consists of 20 capsules, each one containing a complete micro-miniature circuit that can be set either positively or negatively, and the arrangement of those charges forms a code to which the Megacoder will respond.

A simplified model of a phonetic typewriter that can convert spoken words directly into words typed on paper has been developed, according to its developer, Herbert Belar, under Dr. Olson.

Presently it can type 10 spoken sounds in various arrangements to make up a number of intelligible sentences. Typical words include: are, I, see, a, you, sir, read, it and so.

The electronic light amplifier RCA demonstrated to the NBC affiliates meeting in New York this week multiplies the brightness of a projected image up to 1,000 times, or converts an invisible X-ray or infra-red image into a bright visible picture. It

photographic information upon an area covered with a special, low-cost coating that is sensitized in advance by means of an electrical charge which imposes an invisible electronic image upon the coated surface. By brushing the surface with a black or colored powder.

Chicago

By NAT GREEN

● Sterling (Red) Quinlan, ABC veep in charge of WBKB, spent a busy day Tuesday, Oct. 21, autographing his novel, "The Merger," at the Stuart Brent book store. Quinlan's book has gone into its third printing and 13,000 copies are off the press.

☆ ☆ ☆

● Westinghouse station WIND has issued a new rate card with six months protection for current advertisers. Only change is addition of a new "AA" classification adjusted to peak audiences during the so-called "traffic hour."

☆ ☆ ☆

● Walter Schwimmer, Inc., distributor of the "All-Star Golf" film, reports that it is now being broadcast in more than 129 markets in the U. S. and abroad.

☆ ☆ ☆

● A second protest on cancellation of local Chicago programs has been sent to David Sarnoff, chairman of the board of RCA. And Fred F. Mack, Jr., congressman from Illinois, has wired the FCC in which he charged the networks "seem bent on making TV production a monopoly of Broadway and Hollywood."

☆ ☆ ☆

● Jack Quinlan, best known for his accounts of Cubs games over WGN, took over his own record program on that station Monday Oct. 20. He is teamed up with Virginia Gale, who presents women's news on fashion, homemaking, etc.

☆ ☆ ☆

● Hundreds of requests have been received for copies of the speech of Edward R. Murrow before the RTNDA last week in which he blasted television.

Campbell Soups Air Biggest News Package

By Jerry Walker

WE LIKE to write about newspapermen who are making good in shaping radio's news service, but . . .

There isn't a whiff of mailroom paste or printer's ink in the whole reportorial career of the man who delivers the biggest news package in radio.

When Edward R. Murrow steps to the microphone and says "This is the news . . ." for Campbell Soups, he reads from a script which represents the combined news-gathering resources of the three major wire services, the Columbia Broadcasting System, and his own personal contacts.

He Couldn't Sleep

The boys and girls in Sardi's, the backroom of Bleeck's, and at the Barberry Bar were agog when Murrow announced a few months ago that he had given up his lucrative job as CBS vicepresident and Director of Public Affairs to do a daily news chore. It just didn't add up for a guy who had been through a London Blitz and 20 combat missions with British and American air forces to step off the green plush carpet in the CBS ivory tower and pound the pavements again, literally speaking.

How come, Mr. Murrow? Why did you do it? (As Ben Gross might say in his *New York Sunday News* interrogatory.)

"I got tired being an executive. I couldn't sleep for days after I fired someone."

To put it succinctly, that's Murrow's story today. Part of it, anyhow.

The main thing with Murrow is that his current news "show" at 7:45 p.m. Mondays through Fridays typifies the way he has always believed radio should present news and commentary.

"The first part of the show," Murrow told us, "is comprised of ascertainable fact. It is information which has been gathered by the press association reporters and by the special correspondents of CBS around the world. About six minutes of the show is analysis of the news."

The distinction between "ascertainable fact" and "analysis" is made clear to the listeners by program breaks. The analysis, of course, is Murrow's own, and it's in that part of the show where he draws upon his experience, his studies, and his contacts in 10 years of pri[illegible] reporting for CBS.

'This Is London'—Rememb[illegible]

"This Is London . . ." [illegible] bring to mind the [illegible] ir[illegible] reportorial job [illegible] Murrow numer[illegible] awards, among [illegible] seas Press Club [illegible] war's best foreign news reporting achievement in 1940. Three years later he took the George Foster Peabody Award for outstanding news reporting and in January, 1945, the Writers War Board commended him "for his consistent expression of democratic philosophy in cogent, forceful terms and fostering international understanding."

"All that's pretty good for a fellow who never worked on a newspaper in his life," threw in Mike Foster of CBS Press Department. (And Mike used to be a newspaperman himself.)

One thing Murrow would have you know about his show is that there is no contractual relationship between him and the sponsor. The Campbell Soup Co. buys the package from CBS and CBS foots all the bills for producing the show. There in is another unique arrangement—the "plus" budget which gives Murrow all the leeway he wants to get news and background for his commentary.

The sponsor pays a stated sum, Murrow explained. If he goes over that amount in producing the show, CBS digs into its pocket.

"This is a screwy business," says Murrow, smilingly, but knowingly.

Idea Born In London

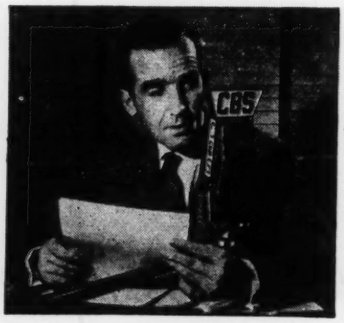
The idea for this kind of newscast was harbored in Murrow's brain since his early days in London, where he went after serving as Director of Talks and Education for CBS in this country from 1935 to 1937. His first job in England was to arrange cultural programs, but in 1938, when he was enroute to Poland to set up a children's broadcast for the School of the Air, the Nazis marched into Austria.

Murrow chartered a 23-passenger plane and as the sole occupant he arrived in Vienna in time to describe the arrival of the German troops. Back to London he went and he began lining up a CBS staff of correspondents — Bill Shirer, Cecil Brown, Eric Sevareid, Charles Col ingwood, Larry Lesueur, Bill Downs, etc., etc.

And heading up that corps wasn't so bad for a Greensboro, N. C. native (vintage 1908) who started out working in the forests of Washington (State of) as a timber cruiser.

[illegible]ble Assistants

[illegible]es the hardships of [illegible]d days are recalled [illegible] when he stops to [illegible]t the 15-minute [illegible]ich keeps him on [illegible]r than 12 hours [illegible] soft" spot at 7:45 [illegible] quitting time of [illegible] because he has [illegible]dnight rebroad[illegible]oast customers.



Edward R. Murrow

"Some nights," he says, "I can get home for a late leisurely supper and some reading, but all too often someone like Henry Wallace makes a speech and I have to get back to the studio to pound out an entirely new script."

In this script writing business, however, Murrow has two very able assistants — Jesse Zousmer and John Aaron, both of whom have been translating wire service copy into readable radio prose for many a year. They go through the complete reports, pluck out the material they know Murrow likes for his news presentation, then confer with him and whip it into shape while Murrow spends two to three hours typing or dictating the analysis portion.

"I'm slow at the job," Murrow admits, "because I visualize every sentence before I type the first letter."

He doesn't have any "style" of radio writing and his spelling is atrocious—even though three universities have conferred honorary doctorate degrees upon him. He was Phi Beta Kappa, too, at Washington State College.

As for that 100 Grand . . .

However, spelling doesn't matter too much on radio, and every piece of Murrow's copy clears through the usual CBS news desk for final checking before he goes on the air. All the sponsor ever gets—note this—is a transcription platter after the show.

Murrow freely gives credit to Ward Wheelock, the Campbell Soup agency chief, for helping put across the idea for the show and selling it as a CBS package.

As to the Madison Avenue rumors that he—Murrow, that is—gets $100,000 a year, he smiles and says: "That's not the correct figure."

Ask Mike Foster and he says: "This is the news. . . . The budget provides twice as much for the show as for Murrow."

Got a slide rule handy?

Wages and Salaries Data

National Association of Broadcasters figures more than 43 cents of every 1946 revenue dollar was spent by stations on wages and salaries. . . . Station staff announcers should be classified as "professionals," industry spokesmen argued at a Wage and Hour Administration hearing. The present-day announcer, they maintained, "is far more than a mere voice coming out of a loudspeaker."

INS Manual Revised

JOHN M. COOPER, director of International News Service radio department, has produced an enlarged INS Radio News Manual which includes a step-by-step demonstration of how a newscast is put together from actual wire copy.

Television Costs, Etc.

VIDEO experts (one of them was Ray Monfort of *Los Angeles Times*) told Hollywood Advertising Club recently that the cost of building an average television station is $380,000; and basic operation costs run to $25,000 a month. . . . FCC reported rush for television licenses continuing, with these new newspaper applicants: *Youngstown* (O.) *Vindicator*, Easton (Pa.) Publishing Co., Scripps-Howard Radio, for Cincinnati; Brush-Moore Newspapers, for Canton, O., and Toledo (O.) Blade Co. . . . Construction of WSB-TV (*Atlanta Journal*) will be started soon on a 20-acre site.

Facsimile In Philadelphia

PHILADELPHIA Bulletin's facsimile service in regular operation since last May, will be extended over a wide area in Pennsylvania, New Jersey and Delaware next month when the power of WCAU-FM is stepped up to 10 kw. The Bulletin has been sending out weather reports and maps to vicinity airports, and market listings.

MUTILATED PAGE (s)

'For Good Of Party'

Barry Won't Rip 'Dem' Rocky

By FULTON LEWIS JR.

WASHINGTON — What Sen. Barry Goldwater recently observed about South Vietnam—"a defensive war can't be won"—applies also to the California primary in which he now campaigns.

Anxious to foster party unity, Goldwater has rejected suggestions he take the offensive against Nelson Rockefeller. He has turned the other cheek as Rockefeller has painted him a radical rightist, outside the mainstream of Republican thought.

"For the good of the party," Goldwater has spurned advice that he respond directly to the Rockefeller attacks by showing the New York governor to be a political dilettante whose program is at variance with Republican principles.

Because Goldwater has steadfastly refused to mount an attack on Rockefeller, the New York governor may well emerge victorious on Tuesday. For the record, here is what leading Democrats have said of Rocky:

Walter Reuther: "I think he would make a good Democrat."

California Gov. Pat Brown: "He is a personable man and a good Democrat — a better Democrat, really, than a Republican."

Pennsylvania Sen. Joe Clark, a founding member of the Americans for Democratic Action: "Rockefeller is a liberal Democrat at heart."

Averell Harriman, after Rockefeller ousted him as New York governor in 1958, said: "If he goes forward with the New Deal program and philosophy which he voiced in the campaign, he will get vigorous Democratic support in Albany. He has espoused the cause of Roosevelt and Truman."

As governor of Michigan in 1959, G. Mennen "Soapy" Williams predicted that liberal Democrats might support Nelson Rockefeller in a 1960 Presidential race against Lyndon Johnson. A United Press International dispatch of June 14, 1959, indicates that Williams felt Rockefeller was more liberal than Johnson, then Senate majority leader.

A few weeks earlier, ADA leader Joseph Rauh had urged the Republicans to nominate not Richard Nixon but "the more attractive Gov. Rockefeller." Rauh indicated the ADA might, for the first time in its history, support a Republican for President. The Republican: Rockefeller.

A major Rockefeller adviser is press secretary-speech writer Robert L. McManus, a registered Democrat who held the same job in the cabinet of Democratic Gov. Harriman. When McManus' appointment was announced, in January 1959, the New York Times reported that Albany was shocked: "It could not be recalled when a governor had given as rewarding a job to not only a member of the opposite party but to one also intimately associated with its high command."

Within two months after his inauguration, Rockefeller received plaudits from Edward R. Murrow, the radio-TV commentator who later accepted a post in the Kennedy administration.

In succeeding years, Rockefeller would raise the state budget by more than 60 per cent. Annual state spending is two-and-half times greater than that proposed by then Gov. Thomas Dewey.

The respected state controller, Democrat Arthur Levitt, says that Rockefeller's much heralded pay-as-you-go fiscal policies are a sham, that New York is running in the red, that new taxes are necessary, that the state's "triple-A credit rating" has been severely endangered.

Waukegan Ill News Sun 28 May 1964

$2 for not having a driv... ...e.

University Women Entertain League

Waukegan News Sun 3-12-57

HIGHLAND PARK — Members of Highland Park League of Women Voters will attend today's meeting of Lake Forest Branch, American Assn. of University Women, in the Deerpath School, Lake Forest, at 8 p.m.

A Columbia Broadcasting Sysem film, "Years of Crisis: 1956," will be shown. The movie is a discussion of world problems led by Edward R. Murrow, assisted by six correspondents flown to New York from their posts around the world. It was originally shown on the CBS-TV network on Dec. 30.

'Year Of Crisis' To Be Shown At AAUW Meeting

LAKE FOREST — "Years of Crisis: 1956", a Columbia Broadcasting film discussion of works problems, will be shown at the next meeting of the Lake Forest branch of the American Assn. of University Women Tuesday at 8 p.m. in the Deerpath School.

Philip L. Speidel, president of the First National Bank of Lake Forest and president of the Board of Education of Community High School District 115, also will outline the Lake Forest High School building needs at this meeting.

Mrs. David Stickney, branch international relations chairman, is in charge of the program. Assisting Mrs. Stickney are Mrs. R. J. Carbray, Lake Forest Academy; Mrs. R. L. Sharvy, College Campus; and Mrs. George Bromberg, Lake Forest.

Of special significance in the program is the disucssion of the West relations in its many diverse aspects. The newsmen also assess the switches of influence and power in such areas as the Middle East, Central Europe and NATO nations.

Other AAUW activities for the month include the French conversation group which will meet Monday and again March 25 with Miss Madeline Doerfler, Lake Forest, leader of the group.

The painting group meets regularly on the first and third Mondays of the month from 7:30 to 9:30 p.m. in Deerpath School.

Money management group will meet March 27, at 8 p.m. with Mrs. M. A. Vinik, Libertyville. Mr. Vinik, a sales engineer, will discuss stocks.

Waukegan News Sun

Lake Forester 3-7-57

University Women To Sponsor Film: 'Years of Crisis'

The past and the future will come under scrutiny Tuesday when the American Association of University Women meet at the Deer Path school at 8 p.m.

Part of the Program will consist of the film, "Years of Crisis: 1956," a discussion of world problems by Columbia Broadcasting system correspondents.

Problems closer to home will be outlined by Philip L. Speidel, president of the board of education of Community high school district 115. He will speak on the bond issue which will be voted on March 30. It is designed to provide funds for additions that will help the school maintain its high standards, according to Mr. Speidel.

Correspondents Take Part

The film is of the CBS radio and television show broadcast in December. Correspondents, flown to New York from all corners of the world, joined Edward R. Murrow in a report and analysis of the major news events of the year.

Mrs. David Stickney, who is in charge of the program, said the organization has invited members of the Lake Forest, Lake Bluff and Highland Park Leagues of Women Voters, as well as other interested persons, to attend.

Assisting Mrs. Stickney with arrangements are Mrs. R. J. Carbray, of 1500 Kennedy road; Mrs. Robert L. Sharvey, of 38 South College campus; and Mrs. Georg Bromberg, of 830 East Greenview place.

Allstate Insurance

Page One Award in Public Affairs Goes to Edward R. Murrow of CBS

Press clip

The Page One Award in Public Affairs was voted to Edward R. Murrow of the Columbia Broadcasting System "for distinguished contributions to the adult and responsible use of broadcasting as a major medium of information and enlightenment for the American people. The award to be presented at the Newspaper Guild's annual Page One Ball May 14 at the Hotel Commodore was announced at the Awards luncheon held April 6 in the Heywood Broun Room at Guild headquarters. *(See pictures on page 3.)*

Specifically, the award was voted for the many timely, incisive documentations on *See It Now* and for the vivid live television portrait gallery of outstanding Americans on *Person to Person*. Murrow is the guiding spirit for both programs now seen on the CBS television network.

It is the second time Murrow has been honored by the Guild. In 1949 he received a special award for his record album, *I Can Hear It Now,* for "its stirring presentation of contemporary history."

* * *

A TOTAL of five awards were made in the field of Journalism, two in graphic arts or pictorial and three for writing. James (Scotty) Reston, head of the New York Times' Washington Bureau, received one for his outstanding reportorial work throughout the year.

Another went to Guy Richards and Marvin Sleeper, both of the Journal-American, for the leading news story of the year—the revelation of the visit of State Senator Arthur H. Wicks to Joseph S. Fay, labor racketeer, in Sing Sing Prison. For its series of crusades conducted in the public interest during the past year, the World-Telegram & Sun was also voted an award.

In the graphic arts-pictorial division, Barney Coons of the Mirror received an award for his photograph, A Grip On Life. Listed as the best news picture for its "on the spot story-telling quality without caption," the photo has won several other awards for Coons this year. Another Mirror man, Fred L. Packer, was voted an award for his dramatic cartoon, Evolution-B.C. to A.H., because of its simplicity yet having a terrific impact. "It fills the function of a cartoon in that it tells a story of gr[illegible] quality alone," th[illegible]

(See pag[illegible]

Radio

Murrow Airs Opinion Of CBS Censorship

By HARRIET VAN HORNE.

From time to time news analysts quit CBS in a huff. Feathers ruffled and dignity hurt, they scream "Censorship!" and threaten to go back to Indiana and start a good small-town newspaper.

Harriet Van Horne.

Two ~~of the~~ noisiest walkout powders were taken by Cecil Brown and William L. Shirer. There was justice on both sides of the quarrel. And no matter how the network or its newsmen looked at it, the attendant publicity was far in excess of the best press agent's dream.

After the tumult dies down in these instances CBS usually makes a quiet statement that all news analysts know before they go on the air that personal opinion is absolutely forbidden. That CBS regards as its prime duty the objective presentation of the news. Listeners are supposed to be intelligent enough to weigh both sides and form their own opinions.

With the world spinning as it is today, one would imagine that CBS commentators must at moments hold themselves in tight rein to avoid coming right out with an opinion. Sometimes the listener is prone to wonder, "Now, just what does this fellow think about it himself?"

This week Edward R. Murrow, who recently resigned his vice presidency at CBS, returned to the air as commentator. And he made the event newsworthy by warning listeners, point blank, that they needn't expect to hear what he, Murrow, thought about anything. Reason behind this was simple, he said. CBS had put a clause in his contract forbidding it.

* * *

In launching his new series (7:45 p. m., Monday through Friday) Mr. Murrow declared, "I should like to say a personal word about this series of broadcasts. Perhaps the best way to do it is to read you a paragraph from my contract. It says that news programs are broadcast 'solely for the purpose of enabling the listeners thereto to know facts—so far as they are ascertainable—and so to elucidate, illuminate and explain facts and situations as fairly as to enable the listener to weigh and judge for himself.'"

"Now that's pretty complicated language," he went on, after a deep breath. "The kind that lawyers like to write. My own interpretation of it is that this program is not a place where personal opinion should be mixed up with ascertainable facts. We shall do our best to identify sources and to resist the temptation to use this microphone as a privileged platform from which to advocate action."

If you recall Mr. Murrow's magnificent broadcasts from London during the blitz, they were impassioned in their nonobjectivity. Mr. Shirer's Berlin broadcasts made no secret of his personal sympathies, either.

Admittedly, these were abnormal times in history, and one can hardly accept them as a standard for the norm. And keeping opinion out of radio newscast does insure listeners against the demagogue and the irresponsible know-it-all. This is a blessing of incalculable worth.

But exactly how objective can a man be? Mr. Murrow further defied tradition by trying to answer this one.

"It is not, I think, humanly possible for any reporter to be completely objective," he said, "for we are all, to some degree, prisoners of our education, travel, reading—the sum total of our experience. And we shall try to remember that the mechanics of radio which make it possible for an individual voice to be heard throughout the entire land do not confer great wisdom or infallibility on that individual.

"Being human, we will probably make mistakes," Mr. Murrow concluded, "and the only thing that can be said about them in advance is that we shall do our utmost to be the first to correct them."

Press Clippings

On The Air

By Jay Nelson Tuck

A considerable pleasure in the lives of Edward R. Murrow and Fred W. Friendly appears to be the sight of a Titanic argument colliding with an iceberg of fact.

No music is sweeter to their ears than the crunching sound of fancy rhetoric being riven from stem to stern by the jagged corners of reality.

So last night, with "See It Now" (Ch. 2, Tue., 10:30 p.m.), they cut the majority leader of the U. S. Senate into small, gory splinters. They called no names. They used no arguments.

Just the facts, ma'am.

They had some first rate assistance in the person of Thomas Bailey, professor of history at Stanford University. In fact, about all Murrow and Friendly did was to take their cameras into Bailey's classroom and record a lecture to his students.

The good professor began by mentioning the plight of the American fliers imprisoned by the Chinese and quoted Sen. Knowland (R-Calif.) as saying the way to free them was to institute a blockade so tight that "no vessel can get in or out of China." He played a tape of President Eisenhower saying that a blockade is an act of war.

Then Bailey told what a blockade is. It is an act of war. Of the 21 "pacific" blockades attempted in the last 150 years, five led to war, two others to shooting, several others to near war with the blockaded country and still others to near war with a third country whose shipping was threatened.

* * *

The professor went on:

Blockades work only when applied by strong countries against weak ones. China is big and powerful.

Blockades are generally effective only against short coastlines. The Chinese coast is 3,000 miles long.

Blockades can't work if necessary trade can go on overland.

At best a blockade would be futile, costing the U. S. Prestige and gaining nothing.

At worst it would lead to war.

* * *

"See It Now" made no attempt to trick up the demolition of Knowland. The camera showed only the professor lecturing and occasionally students listening.

* * *

The last half of the program was devoted to what Murrow called "a thoroughly unofficial and unscientific survey" of the impact of TV on a small Vermont town which has had it only 11 weeks. It was bright and amusing and had some things to say, too.

Murrow's only editorial comment came at the very end. Neither Prof. Bailey nor a Vermont minister who talked about TV, he said, was a famous man.

"But after all," he added, "knowledge and judgment are not necessarily linked to fame."

My Word for It

By Frank Colby

(Speech Portrait No. 5)

* * *

Edward R. Murrow

("This Is London")

Voice, deep and expressive, and with a fine timbre that suggests good training as a singer (this, however, is merely a surmise).

Style, deeply serious, perhaps a shade too much so, though not so serious as to approach pomposity. It is also worthy of note that Murrow's speech has not been Briticized (perhaps "Oxfordized" is the better word) by his long stay in London and the consequent association with the broadcasters of the B. B. C.

In retaining the American flavor of his speech he has shown a high degree of discrimination, for surely nothing is more irksome to American listeners than the person (the woman especially) who, after a brief sojourn in England, comes home with a Haw Haw accent and overwhelms us with, "I have bean aghahst at the vahst disahster at the aircrahft plahnt," or who has picked up such other pretty knick-knacks as, "milli-tree, secre-tree, diction-ree, ord'n-ree, circum-st'nces, potty (party), lodge (large), infommed sauces (informed sources)."

Enunciation. Better than average. He is especially careful in the framing of his vowels and in the sounding of final "d's" and "t's." He is a precisionist without being too precise. Young broadcasters could study his speech pattern with profit.

Pronunciation, good but not infallible. During the broadcast checked for this article, he repeatedly mispronounced sacrifice as "SAK-ri-fiss" (sorry, Edward, you won't find it in anybody's dictionary). But, peculiarly, he pronounced the third syllable correctly, to rhyme with "vices," when he used the word in the plural. The word immediate was mispronounced "ee-mediate." The first "i" should be short, as in "him." The third syllable of negotiator was rhymed with "bore, tore." Should be "ter" to rhyme with "her, per."

Score: Voice, 25; style, 23; enunciation, 25; pronunciation (penalty of two points for each word mispronounced on a single broadcast), 19. Total: 92. Rating, excellent.

Next week, Drew Pearson.

Murrow Among Winners Of the Peabody Award

The fourteenth annual George Foster Peabody Awards for distinguished achievement in television and radio were presented yesterday at a luncheon of the Radio and Television Executives Society at the Hotel Roosevelt. Edward R. Murrow, television and radio reporter received a special citation.

The awards, which correspond in the broadcasting field with the Academy Awards in the motion-picture field, were presented by George T. Shupert, president of the society. Although no mention was made of Mr. Murrow's television debate with Sen. Joseph R. McCarthy, R., Wis., the citation noted that Mr. Murrow "believes passionately in the capacity of this country to do the right thing" and called him "fair-minded and a fighter for justice."

Mr. Murrow, in his speech of acceptance, said television should be a "mirror without curves" held up to reflect what was going on in the country and that whether the reflection "lift the heart or cause it to bleed" was not the responsibility of the commentator. "The important thing," he said, "is that there be no curves."

The National Broadcasting Company Television Opera Theater received the award for television music. Samuel Chotzinoff, its producer, received the award and made an ironic reference to the continuing debate on foreign language versus English versions of operas, noting that if the hydrogen bomb should destroy all but one person, that survivor would begin immediately to defend the production of opera in the original language. The NBC operas are always given in English.

Other winners were:

RADIO NEWS—Chet Huntley, KABC (ABC), Los Angeles.

TELEVISION NEWS—Gerald W. Johnson, WAAM-TV, Baltimore.

TELEVISION ENTERTAINMENT—Television Playhouse (NBC) and Imogene Coca (NBC).

TELEVISION EDUCATION—"Cavalcade of Books," KNXT (CBS), Los Angeles, and "Camera Three," WCBS-TV, New York.

TELEVISION YOUTH AND CHILDREN'S PROGRAMS—"Mr. Wizard" (NBC).

PROMOTION OF INTERNATIONAL UNDERSTANDING THROUGH TELEVISION—Coverage of the Coronation by the British Broadcasting Corp.

PUBLIC SERVICE BY A REGIONAL RADIO-TELEVISION STATION—WSB-AM-FM-TV (NBC), Atlanta.

PUBLIC SERVICE BY A LOCAL RADIO STATION—WBAW, Barnwell, S. C., especially for "Church of Your Choice."

Newsman Ed Murrow Reports U.S. Now Putting Its Message Across

By JAMES CUNNINGHAM

Uncle Sam is "getting through" to European and Asian peoples much better today than five years ago, in the view of radio-television commentator Edward R. Murrow.

The probing Columbia Broadcasting System newsman stepped off a Pan American Airways jetliner here yesterday after a nine-month tour of the two continents.

* * *

"I WAS receiving instead of transmitting," he told newsmen between puffs on the familiar cigaret that is his trademark.

"But I am not home to issue an encyclical on the state of the world."

The tall, bushy-browed Murrow looked like the American conception of a British diplomat as he strolled into Honolulu's 81-degree heat, dressed in winter-proof black suit and hat.

* * *

HIS MANNER with newsmen, however, was as relaxed, curious and informal as his television projections into your living room.

Murrow, a veteran observer on the foreign scene, marked a widespread improvement in U.S. govern-

See MURROW on A-5, Col. 5

"So this is our new state!"

"Receiving instead of transmitting."

"Direct flights to Tahiti —you say?"

Y. Ishii

"Talking their language really counts."

★ Murrow

Continued from Page 1

ment information activities abroad.

He ascribed this to better prepared U.S. Information Service officers, wider acceptance of Armed Forces radio programs and greater freedom of action for American information specialists everywhere.

* * *

"FROM OSLO to New Delhi," he said, "I found USIS guys who knew the local language, for instance. And many were on a first name basis with local newspaper and radio men.

"This wasn't nearly so true four or five years ago. Now, too, they are not frightened like they were during the McCarthy period."

Murrow reported that also Armed Forces Radio programs are finding increasing acceptance among local audiences.

* * *

MEANWHILE, the U.S. diplomatic corps abroad, he said, "stays about the same—good, bad and indifferent."

On foreign aid, Murrow criticized the short assignments of U.S. technical and education specialists to missions abroad.

"In some countries, we seem to send too many people for too short a time," he said. "They are just getting their feet wet after four to six months—and back home they come."

* * *

HAWAII IS not alone with its hotel-shortage problems, Murrow indicated:

"All over the world—even in the off season—we found a shortage of hotel rooms. And it was always because of American tourists."

Murrow found some "Repugnant Americans" among the tourists abroad. But he views U.S. travelers generally as a cut above the prewar breed in Europe.

* * *

"I HAVE the feeling," he said with a wry lift of the brow, "that they do less harm than they used to. Maybe it is because they often stay longer in one place."

It's a 'Small World' If You C

The Columbia Broadcasting System ran up a whopping telephone bill yesterday to put together an Edward R. Murrow "Small World" TV program.

Murrow, sitting in KGMB-TV's big Studio A, chatted with rocket builder Wernher Von Braun in Huntsville, Alabama; science editor John Daley in London and Dr. Harold Urey, a Nobel prize-winning chemist now working for the government in Washington.

Phone circuits routed through a C. B. S. control point in New York City linked Honolulu with the other cities.

The circuits were open for two hours yesterday before the show was taped while KGMB-TV and Hawaiian Telephone Company technicians and nearly 100 of their counterparts between here and London tested their gear.

Then, about 10 a.m., Murrow sat down in a comfortable chair before a pair of shoji doors which opened on a phony lanai and a photographic background of Diamond Head.

"Start your video cameras now," came the command from the New York control point.

Almost immediately, Huntsville broke in to report minor trouble which delayed the proceedings a few minutes.

Then Murrow started again, and video cameras and sound equipment in Huntsville, Washington and London recorded the words and images of Murrow's guests as he introduced them.

SAYS LITTLE

During the 40-some minutes it took to tape the program, Murrow said very little except to toss off a couple of questions which touched off a debate among the other three, and interrupt them once to pave the way for a commercial.

He smoked his ever-present cigarette and listened attentively as Von Braun, Daley and Dr. Urey discussed the pros and cons of space exploration.

The circuits stayed open another 20 minutes or so after Murrow "signed off" as the technicians retaped some of Von Braun's comments and the goodbyes of all four participants in the program.

Then, still running up the phone bill, Murrow discussed plans for his next show with his associates in New York.

Copeland confirmed an

Edward R. Murrow, sitting before a photo of Dia
KGMB-TV technicians during preparations for vid
World" show.—Star-Bulletin Photo by Warren Roll

$50 Per Month Pay Boos
By Hawaii Education As

LIHUE, Kauai, April 14—A resolution seeking a $50 per month across-the-board salary boost for public school teachers was one of 65 acted on at the Hawaii Education Association convention which ended here yesterday.

It passed unanimously without discussion.

Another resolution adopted seeks changes in the Association's system of dues collection.

A poll will be conducted to determine which of three plans is favored by the teachers:

1—Dues based on .55 per cent of the gross salary collected through payroll deduction.

2—$2.50 monthly dues, also through payroll deduction.

3—Continuation of the present graduated scale without payroll deduction.

Other resolutions adopted:

1—Favoring a 28-to-one pupil-teacher ratio at both elementary and secondary levels.

Special Values On...

Miss America BY

Ulbeary

ou Can Afford the Phone Bill

ng up the discussed show with ew York. rmed an estimate made by Murrow Monday that this one show would cost between $25,000 and $30,000.

"But in television today, that is a low budget," Copeland added.

Tapes made yesterday will be rushed to New York where they'll be edited into a program show which C.B.S. stations on the Mainland are scheduled to carry this Sunday night.

It will be seen over KGMB-TV about two weeks later, station officials said.

o of Diamond Head, chats with for videotaping of his "Small rren Roll.

Boost Asked n Association

the Association of dues onducted of three by the .55 per lary collroll de-

dues, aleduction. of the ale withon.

adopted: 8-to-one at both condary

2—Supporting legislation calling for a registered nurse in every public school which is staffed by a principal, vice-principal, secretary and librarian.

3—Asking the D.P.I. to provide a full-time health co-ordinator in schools with an enrollment of at least 600.

4—Supporting legislation to relieve a principal of a school staffed by at least six teachers of all teaching du ties.

The delegates resolution calli public school do not wi H.E.A. ation trib

Honolulu Star-Bulletin

SECTI

Apr

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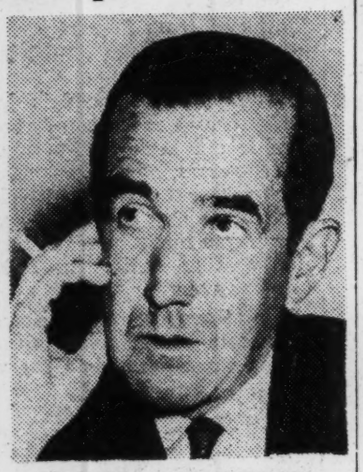
I.I take of th have area mech unio senta Th 10 c hand the i contr each shore Jac gional eral a be le ton t Ind said d tiation sider lems that al settled ings. The i fine and mechaniz now, a sp companies contract l lems and solution. For thi didn't wa amount o knew hov be spent, Hall w the one mechaniz "Who is g it (mechan stop?" Nobody

Stricken Murrow Stays Home



EDWARD R. MURROW

Commentator Edward R. Murrow was stricken yesterday by pneumonia and was unable to participate in CBS' election night coverage.

A CBS spokesman said Murrow's condition was not serious enough to require hospitalization.

He remained in his New York home with what the spokesman described as "a touch of pneumonia."

Things Looking For 'CBS Repo In PM Ciggie E

"CBS Reports" is now sol through the end of the year, Philip Morris moving in to pi the next three Fred Fri specials. Philip Morris picke the first two, one at a time.

Buy was made per the "no ing" policy set down by Fri and CBS-TV on the specials, the ciggie outfit being advise the subject matter of the shows but not being allowed a at scripts or footage. Leo Bu was the agency, though ne tions were held primarily execs of the sponsor itself.

Trio to be sponsored by PM "Harvest of Shame," an expo migratory farm workers' livin working conditions, on Nov "Rescue—With Yul Brynner filmed around-the-world tri Brynner on behalf of the U Nations International Refuge ganizations, on Dec. 10; and Great Holiday Massacre," ously titled "The Great Labor Massacre of 1960," for Dec Latter is timed for the New Y holiday and consists of auto dent footage filmed during Labor Day weekend at key tr points throughout the U.S.

The Friendly-Ed Murrow sp on Quemoy and Matsu, on w Murrow flies out to the Far later this week, has been sched as a January "Reports."

Decision of PM to buy additi "Reports" without the benefi advance screening indicates a jor breakthrough for Friendly Murrow. Attitude of Philip M was reported to be, "If we're g to sponsor mature programm we might as well act like about it."

oking Up Reports' gie Buy

now sold out the year, with g in to pick up Fred Friendly rris picked up a time.

r the "no peek- n by Friendly specials, with ing advised on of the three allowed a look e. Leo Burnett nough negotia- primarily with r itself.

red by PM are " an expose of kers' living and on Nov. 25; Brynner," a world trip by of the United al Refugee Or- 10; and "The ssacre," previ- reat Labor Day for Dec. 29. he New Year's of auto acci- d during the at key traffic e U.S.

Murrow special atsu, on which the Far East been scheduled rts."

buy additional the benefit of ndicates a ma- r Friendly and Philip Morris "If we're going programming, act like men

Murrow Misses Elections

A mild case of pneumonia knocked Ed Murrow out of the CBS-TV election coverage last night (Tues.) first such major election the commentator has missed in many years. Murrow cancelled out of last Friday's (4) "Presidential Countdown" show, complaining of feeling poorly, and the pneumonia set in over the weekend.

THE AFRO-AMERICAN NEWSPAPERS

Interoffice Correspondence

Date May 12, 1951

TO CBS PUBLICITY DEPARTMENT

FROM JAMES L. HICKS AFRO AMERICAN NEWSPAPERS PRESIDENT 4-7981

This is a true story of an incident as I lived it with your great correspondent Eddie R. Murrow. I am going to use portions of it as it is written here in connection with a story which I will do for my paper on his winning of the Peabody award.

I should like to get with Mr. Murrow and have a picture taken of his award and of one which I received on April 20 for my reporting of the Korean war. The award was given me by the Press Club of New York City of which I am president. See clipping. If such a pic can be arranged please call me at the above number of in the afternoons at Monument 2-1700.

James L Hicks

THE AFRO-AMERICAN NEWSPAPERS

Interoffice Correspondence

New York, N.Y. — James L. Hicks, Negro war correspondent for the Afro American Newspapers is willing to bear testimony that when CBS correspondent Edward R. Murrow refers to his "Hear It Now" series as "on the scene broadcasts", he really means on the scene.

Hicks, who spent five months in Korea as a war correspondent, was reunited with Mr. Murrow at the CBS studios last week when it was announced that Murrow's "Hear It Now" series had won a George Peabody Award for radio reporting. The two men had not met since they saw each other last fall in a shell hole in Korea.

"I can hear him now," said Hicks, borrowing a phrase from Murrow. "It was the roughest night I spent in Korea. Bill Lawrence of the New York Times, Bill Dunn of another network, Ed Murrow and I hitch hiked a plane ride from Taegu on what I thought was a ride to Pusan.

"Once we were airborne, however, Murrow told me the plane actually was going to Chinhae a small village about 12 miles from Masan which was at that time in the heart of the combat area.

"I had been to Chinhae and I knew that the landing strip there was only large enough for a Piper Cub plane to land and I told Murrow so. I told him that the C-45 in which we were flying would never be able to land there because the strip was too short.

"We're going to land there anyway," said Murrow.

As we approached the strip I held my breath. The pilot set it down beautifully and we began to taxi down the strip. Halfway down the strip I realized we were going much too fast to stop by the time we reached the end of the strip. Suddenly the end of the strip loomed before our eyes and at the end there was a nice cozy rice paddy.

The major flying the plane waited until we were almost to the end of the strip then suddenly jammed his brakes on and twisted the nose of the plane to the right. The nose spun around and remained on the strip, the tail of the plane cut through the rice paddie. There was some bumping and thumbing and suddenly I realized we had made it without

THE AFRO-AMERICAN NEWSPAPERS

Interoffice Correspondence

a crackup. I heaved a sigh of relief and climbed out on the ground. Murrow was laughing as if something was funny but Bill Dunn was reamarking that he was an old man and that he did not relish such thrills. I was a young man but I was feeling the way Dunn was.

But that was only the beginning of life with Murrow. ~~Ikxxxx~~

It was just about stardust and all of us except Murrow decided that the best thing to do at that time was to roll up in our blankets and find a place to sleep until morning for all of us were Korean veterans who knew that it was not safe to travel around at night in the combat area.

But Murrow had other ideas. He wanted to reach the Marine bivouac area that night for he had information that they were going to jump off the next day in an attack and he wanted to be there when they attacked.

He finally persuaded Lawrence and Dunn that the ting to do was to ~~gxxx~~ go on and find the Marine bivouac. He never persuaded me on the mad idea. I knew better. The only reason I went with him was because I was faced with the choice of going with them or being left there alone in the combat area. I stuck with the numbers.

We picked up three South Koreans who knew where the Marines were bivouacked and set out. It didn't take long for things to happen. The Marines had just arrived in Korea. Many of them had already been shot up by infiltraters and they were taking no chances.

As we reached a small Y in the road on the side of a hill an American voice suddenly clipped the darkness. "Halt" the voice said. "Who's there?"

"General"Murrow spoke up. "This is Edward R. Murrow of the Columbia Broadcasting System" he said."We are correspondents. I have Bill Lawrence here of the New York Times Bill Dunn of NBC.~~xxxxxxxxx~~

The voice in the darkness on the side of the road said "Shut up shouting. Whatcha doing out here?"

Murrow said "We're correspondents looking for a story."

THE AFRO-AMERICAN NEWSPAPERS

Interoffice Correspondence

"That don't mean anything to me," the voice in the dark said. "I don't have any orders to let any correspondents through here. Who's the other guy with you."

My hopes took a tailspin at this point. If the New York Times and CBS didn't mean anything to the voice I was sure he wouldn't recognize the name of my weekly newspaper.

Murrow made the "introduction" however and the results were just as I thought they would be.

The voice spoke again. "Put your hands up over your heads, step six paces from each other, stand over there in the moonlight and don't move or I'll blow you apart"

Murrow started to speak again: "See here olf fellow," he said "You can't ——"

"Shut up" the voice said. "One more peep out of you and I'll let you have it" I heard the bolt on an M1 rifle shove a bullet in the chamber.

We stood there awhile and suddenly the South Koreans started jabbering. I suddenly realized that the Koreans couldn't understand English and as another bolt clicked on the opposite side of the road the voice said:

"All right you in front", referring to Murrow, "start walking up the road, Keep your hands up and stop when I tell you to. The rest of you stand fast."

Murrow started walking and I was convinced that this was the last of a CBS correspondent. The rest of us stood fast. Finally Dunn said "Look sentry, I'm an old man I can't keep my arms up like this forever. I have a cigarette in my mouth can I put it out.

"Keep your hands up. Spit out the cigarette," the voice said. Dunn spit out the cigarette.

After years had passed General Murrow came back down the road with a captain. The captain told us in no uncertain terms that we had walked into a Marine artillery outpost, that they were expecting an attack, that his men had been given orders to shoot anything that moved after dark and that it was a miracle that we were still alive. I agreed with his last statement wholeheartedly.

He then told us that he could offer us very little protection since the "shoot anything that move" order still prevailed and suggested that we crawl up in front of one of his gun positions and sleep quietly until morning.

I needed no second invitation. We went over beneath the very barrell of a 105 milimeter howitzer and lay down. Ten minutes passed and nothing happened.

Then the field phone on the gun battery rang. All of us lying around the gun could hear what was being said. A sentry reported to the captain that he had heard a "cricket call" off to his right which had been answered by another call off to his left. He said he did not think it was crickets.

The captain told him to alert his men and be ready. Then silence again. I dozed and then was awakened by a familiar voice saying "This is Edward R. Murrow. I am now located somewhere in Korea in a gun batter of the U.S. Marines who are expecting an attack any minute. A sentry just reported——

I suddenly realized that Murrow had set up his recording apparatus and was preparing to record the last act on earth of James L. Hicks and a few other marines. It was too much for me. I rolled over and went to sleep determined to die peacefully and also determined that if Eddie and I ended up in the same world beyond I would stay as far away from him as I could.

As I look back"I can hear him now."

Recognition, Fame's Price Stalks Newsman Murrow

The price of fame stalked newscaster Edward R. Murrow, who passed through Anacortes today on his way to Victoria with his family.

Immediately recognized by tourists at the Anacortes ferry landing this afternoon by face and voice as the famed commentator of television's "See It Now," he was steadily requested to pose for amateur lensmen who diverted their attention from the scenic compulsion of the San Juans.

Smiling and always cordial, Murrow honored all requests and shook hands with men and women who approached to compliment him on his programs.

He noted that one of the prices of his business was to be unable to travel anywhere unrecognized.

Undaunted by the interruptions, the well-traveled Murrow stated without reservation, "This is my favorite part of the world."

Born in Carolina

Murrow, who was born in North Carolina, spent his young life in Skagit County's Edison and Blanchard, and attended school at Bellingham and Washington State College in Pullman.

Murrow was awaiting the 1 p.m. ferry today to take his mother, Mrs. R. C. Murrow, who still lives in Bellingham, to Victoria. With him were his wife, Janet, and 12 year old son, Casey.

The foursome were first noticed eating lunch at the San Juan Coffee Shop across from the ferry terminal—and upon completion of the meal one of America's most photographed men was sought for pictures by numerous camera bearing tourists.

Handshakers greeted him and

(Continued on Page 5)

Prosecutor Resigns

OAK HARBOR, Island County (AP)—Bill Lanning resigned today as Island County prosecutor and will enter private law practice in Seattle.

The county commissioners immediately appointed Russell B. Johnson, Oak Harbor attorney, as Lanning's successor. Lanning became prosecutor Jan. 10, 1955.

PERSON TO PERSON—Edward R. Murrow, well-known television
with Maj. Gen. V. E. Bertrandias, Air Force ret., while awaiting th
cortes. The cigarette smoking newsman and his family were on t
dias left, was headed for Friday Harbor.

elevision and radio newscaster, talks
waiting the ferry this afternoon in Ana-
were on their way to Victoria. Bertran-
—American Photo

AMERICAN BULLETI

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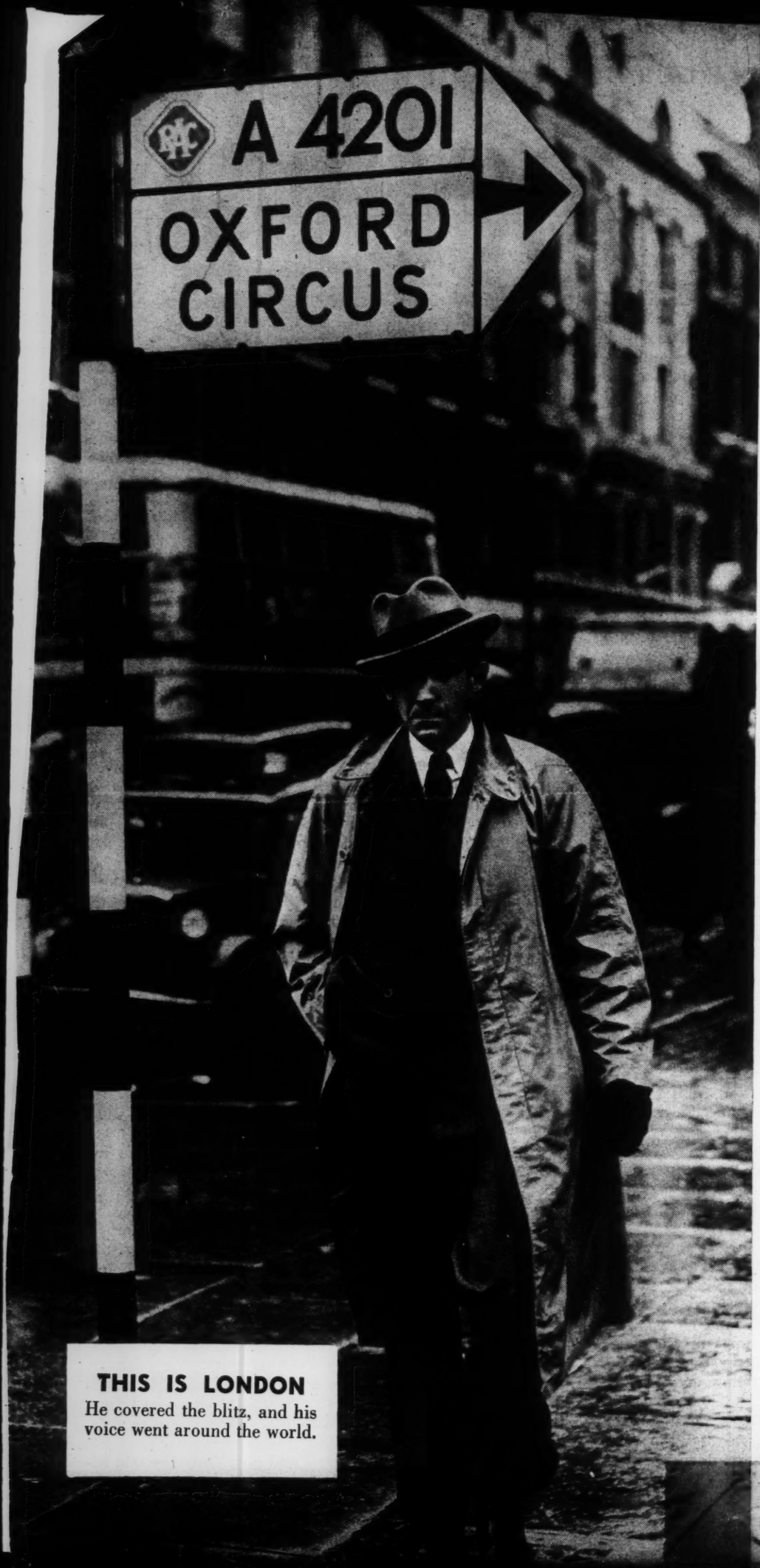
No. 140



THIS IS LONDON
He covered the blitz, and his voice went around the world.

He's

Commentator Ed Murrow keeps making radio history, He leads one of the world's busiest, most breathless lives. Here's how he does it.

by EDWARD BLISS, Jr.

THE most cited reporter of the airwaves is Edward R. Murrow. But the tall, heavy-browed North Carolinian, whose voice is heard every weekday in 4,000,000 American homes, would rather not be called a commentator. He explains: **"I try to be a reporter. A commentator is a kind of oracle, and I am never so sure I'm right."**

Ed Murrow has been distinguishing himself as a reporter ever since 1938, when he won the Headliners Club medal for his coverage of the Austrian Anschluss. His latest citation was the George Foster Peabody Award—the Pulitzer Prize of radio—"for outstanding reporting and interpretation of the news."

While in Europe during the war he flew 25 combat missions with American and British airmen. His "Orchestrated Hell" broadcast of December 2, 1943, gave millions of folks back home a sense of what it is like to fly into the face of death in an airplane. And a dozen times at the height of the blitz he stood on a London rooftop to broadcast the story of Britain's ordeal of fire. The preface to his broadcasts of those years—"This Is London"—became a sort of trademark, perhaps the most respected in the history of radio journalism.

The first uncensored broadcast on a raid on London was made by Murrow at the height of the blitz. Because of the security risk the British

SEPT. 1949

"Johnny on the Spot"

Air Ministry said it couldn't be done, but Murrow protested that he knew the censor's book by heart. Let me make a recording, he said, and you can listen to it. A microphone was set up on the roof of the BBC Building, and when the night bombers came Murrow made his recording. The ministry admitted there was nothing wrong with it but still refused to grant permission for a live broadcast.

Murrow can be as stubborn as a Carolina mule. He made six more recordings on the rooftop, cursing the Luftwaffe when it raided the wrong part of town, away from his microphone, and cursing regulations when, with the presentation of each new recording, the Ministry turned him down. But when Murrow proceeded to make an *eighth* recording, the Ministry's resistance suddenly collapsed and permission for a live broadcast was granted.

There was no problem in figuring out when the German Air Force would strike again. It came calling every night. And this time when the raiders came, shortly after midnight, the Old Man was standing by a microphone that would take his voice to America. The bombers swept in low, in waves, and the broadcaster noted with grim satisfaction that their target for the night was not far off. The anti-aircraft guns on Primrose Hill chorused with the batteries in Hyde Park. The whole sky was being probed by searchlights, and hot iron—the fragments from spent shells—was falling all around.

Then an appalling thing happened. **Just five seconds before airtime the raid ended.** Every gun fell silent. Every searchlight was extinguished. When Murrow finally got his cue to start speaking the night was filled with an eerie calm and all he could do was describe what had happened. Later on, he tried similar broadcasts and with better luck.

About this time, in extraordinary fashion, Murrow became an author. Some one—he forgets exactly who—asked him how he felt about having his London broadcasts all put together in a book. "Go ahead," Murrow said. "I don't care what happens to the old ones. I'm worrying about the one tomorrow."

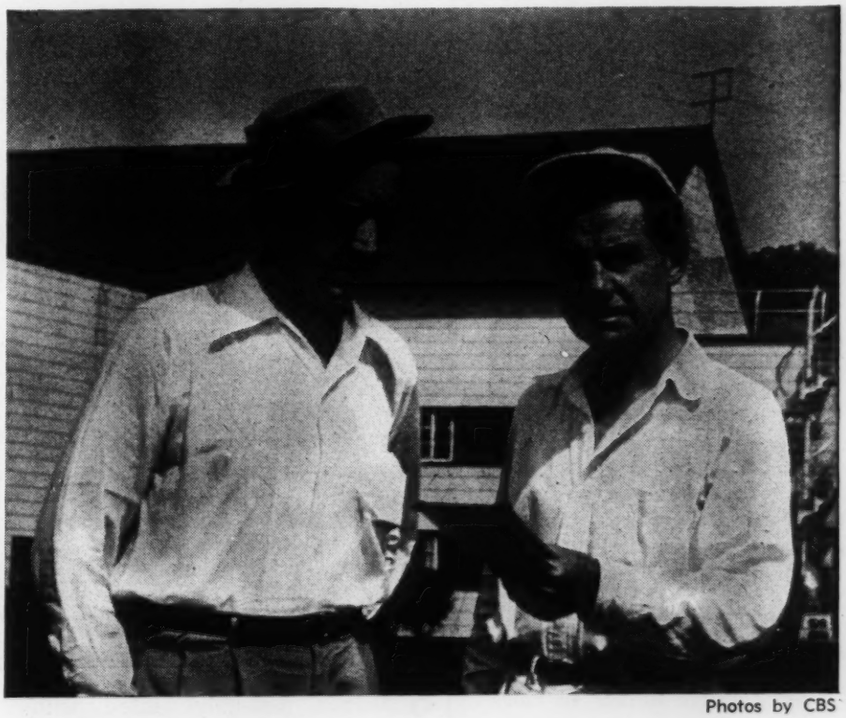
He had almost forgotten the conversation when friends back home began mailing him reviews of the book, published by Simon & Schuster under the title *This Is London.* After another month in which Murrow still had not seen a copy he cabled New York for a specimen. A thing that pleases him about the book is that the British press gave it a favorable reception.

Masaryk Was Frequent Guest

Broadcasts heard in New York at the supper hour were made at midnight, London time, and after these late stints Murrow often invited fellow correspondents to his rooms at 84 Hallam Street. Janet Murrow would serve coffee and sandwiches, and American newsmen like Quentin Reynolds of *Collier's*, Ed Allen of U.P., Fred Bate of NBC, Vincent Sheean and Drew Middleton would sit around eating and discussing the latest turn of events.

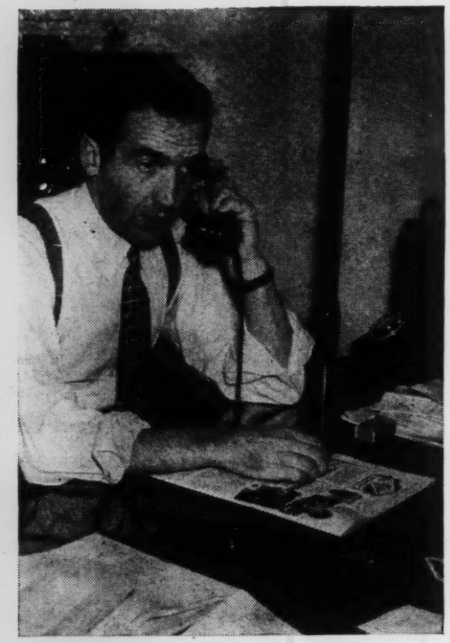
A frequent guest of the Murrows who was not a foreign correspondent was Jan Masaryk, and early in 1948, when the Czech foreign minister died under mysterious circumstances, Murrow went on the air with a eulogy for his friend. He had kept the vigil with Masaryk the night Czechoslovakia was betrayed at Munich and now he reported the betrayal of the man himself. He holds suspect the Communist announcement that Masaryk committed suicide. "I can't imagine Masaryk flinging himself from a third floor window."

For the second anniversary of the outbreak of World War II Murrow dreamed (*Continued on page* 90)



Photos by CBS

NEWSMEN'S HOLIDAY: Even at golf, Murrow manages to keep fairly close to job. Usual opponent is fellow CBS broadcaster Lowell Thomas (right).



MURROW often works an 18-hour day.

He's Johnny on the Spot

(Continued from page 57)

up a broadcast in which the heads of governments-in-exile would read messages of encouragement to their unhappy subjects. The participants would include King Haakon of Norway, Queen Wilhelmina of the Netherlands, General Sikorski of Poland and all the others who were functioning at that time in London.

Murrow secured a room in the basement of the Ritz—basements had a primitive appeal in those days of incessant aerial attack—and the orders went out for canapes and champagne. Murrow was worried on one point—he knew next to nothing of protocol. In what order would the kings, queens and generals speak their pieces? He finally decided to have them broadcast in the order their countries were overrun. The situation seemed in hand.

But it wasn't. Brandon Bracken, the British Minister of Information, refused to approve the line-up. The trouble lay—as it had been known to do in the past—in General DeGaulle, whom Murrow had chosen to represent Free France. Bracken said this was out of the question. DeGaulle wasn't a head of state, crowned or otherwise. Murrow explained that he had already invited DeGaulle and that the general had accepted. Bracken said, "I'm sorry, but if DeGaulle goes on, we shall have to cut him off." **The conversation ended with Murrow saying that if the Government didn't want DeGaulle to broadcast, then it was up to somebody in the Government to tell him so. He'd be darned if he would.**

There was no sign of retreat by either side until a bare two hours before the broadcast, when the American newsman got a telephone call from No. 10 Downing Street. It was Bracken again. He reiterated that DeGaulle was not to speak, and when Murrow asked who was going to tell this to DeGaulle, there was a silence at the other end of the line as the Minister of Information got Churchill's advice. When Bracken came back on the phone he said, "DeGaulle will be informed." The general never showed up.

First Bombing Broadcast

On a bright, cloudless morning shortly before D-Day, Murrow went along on a raid into Occupied France to make the first live broadcast to the United States from an Allied bomber on an actual mission. He was perturbed by the way the American press and radio had been treating the story of strategic bombing—as though it were a weight-dropping contest—and he wanted to report firsthand the flesh and blood of the ordeal. And the nerve.

It took a lot of planning. After he got the permission of General "Tooey" Spaatz, Murrow had to secure an adequate transmitter, be assigned a special frequency, clear the deal with Censorship, arrange for relaying the broadcast from London to New York, and finally get all the apparatus set up in a Flying Fortress. It took weeks.

Only after the take-off did Murrow discover that the target lay in Occupied France. There was no enemy interception, no flak—not even bumpy weather. The bombs were dropped at 23,000 feet. Murrow plugged in his Rube Goldberg apparatus and, he thought, began broadcasting. As he talked, the sweat gathered under his oxygen mask and began pouring down over his face. Perspiration was breaking out all over his body. "I was really a bewildered guy," Murrow says. "There was no danger. I had never broken out in a sweat like that before, and here I was practically melting away."

Actually, Murrow was broiling himself alive. By mistake he had plugged his flying suit with its electric heating unit into the stepped-up transmitter circuit. When he couldn't get his contraption to work on a second attempt he tried the plane's regular transmitter, and the broadcast, he learned afterward, came through clear as a bell.

Murrow was back in the United States for the first time since Munich when the Japanese struck at Pearl Harbor. He was to attend a dinner at the White House that Sunday night, but in view of the catastrophe he telephoned the President's personal secretary, Missy LeHand, to say he assumed the dinner had been called off. She told him it had not.

President Roosevelt did not come down for dinner, but in the course of the evening Murrow received a message from the Chief Executive asking him to wait. It was a half-hour past midnight the morning after Pearl Harbor when the President sent for the reporter who, more than any other, had brought the Battle of Britain home to the American people.

Roosevelt started the conversation with a series of questions: How were the British people reacting? Did they still believe in ultimate victory? How did they feel toward the United States? When the President was through putting his questions he gave Murrow an over-all picture of what had happened in the Japanese attack, including casualties and the total number of American planes destroyed on the ground. Roosevelt stressed the phrase *on the ground,* betraying his deep chagrin that they had never got into the fight.

For Murrow this was a tremendous scoop. Our plane losses at Hickman Field and Naval losses at Pearl Harbor were not announced until long afterward and here, less than 24 hours after the blow had been struck, the President had given him this vital information. Murrow, of course, did not report the figures. And Roosevelt had not felt it necessary to say anything about their being "off the record."

Looking back on that conversation, Murrow says what impressed him most was Roosevelt's complete calm, his utter confidence that the war would end in Axis defeat. **The President showed no sign of nervous strain—and this was 1 a. m., the morning after the day that would live in infamy.**

A few weeks before the 1944 presidential election Murrow was a luncheon guest at No. 10 Downing Street, and Churchill asked the American his estimate of the outcome. Murrow had just come back from a quick trip to the States, and he said he thought it would be a close race. Churchill then asked, in great earnestness, what effect it would have on the outcome of the election if he made a speech on Roosevelt's behalf on the radio or in the House of Commons. Murrow replied that, to his thinking, such a speech would most certainly contribute to Roosevelt's defeat.

Tears filled the eyes of the statesman who, for the enemy, had proved so tough an adversary and, for the free peoples, so staunch and formidable an ally. He blurted, "But I find it almost intolerable to remain silent!" Then he clamped his teeth on his cigar and grumbled, "History, if not your fellowmen at this election, will render the resounding verdict."

Inscribed Mike from BBC

When Ed Murrow left London for his postwar assignment in America the British press noted his departure with regret. And today in his New York office there is a microphone with the inscription: "This microphone, taken from Studio B-4 of Broadcasting House, London, is presented to Edward R. Murrow, who used it there with such distinction for so many broadcasts to CBS New York during the war years, 1939-1945."

Since the end of the war, Murrow has flown to Rome to cover the crucial Italian elections and to London to cover Princess Elizabeth's wedding. And he rode the Berlin airlift in a coal plane at a time when the airlift had yet to prove itself. **Murrow spends a lot of time in Washington, which he regards as the biggest story of all—harder to report, he says, than a bombing raid or a battle.**

A recent Murrow accomplishment has been to get himself elected to the Board of Directors of CBS, with the understanding that he can speak his mind whenever the spirit moves him, which it is sure to do. It's the first time a radio reporter has ever risen to such corporate heights.

Variety tells the story that last summer, while Murrow was covering the Republican National Convention, a young woman looked at him and sighed, "He oughta be in pictures." But a friend once remarked that Murrow, with his gaunt physique and solemn countenance, has the typical appearance of an Episcopal rector. Despite this resemblance, real or imagined, Murrow on appropriate occasion can resort to language that would fill an old Indian fighter's heart with envy.

At his typewriter, Murrow favors the old-fashioned newsman's technique of two fingers. He composes slowly and smokes continuously, always in shirt-sleeves and with an open collar. Due to long acclimatization in wartime England, where heat and nylons were equally scarce, Murrow's office in winter is a chilly place—or it may simply be a trick to discourage loiterers.

"Word for the Day"

An integral part of the Murrow program is the final "Word for the Day," based on a timely quotation which may be culled from any source ranging from *Bartlett's Quotations* to the comment Murrow heard voiced by a New York cab driver yesterday morning. The responsibility for producing an appropriate "Word" five nights a week, fifty-two weeks a year, falls on John Aaron of the program staff. Jesse Zousmer, a veteran radio editor and ex-newspaperman, prepares the straight news summary that opens the program, but Murrow always writes his own commentary. Usually he dictates his piece to Kay Campbell, who has performed this chore ever since the early days in London.

Columbia's star reporter sticks pretty much to the important story. He foregoes tear jerkers and whodunits. He often takes a dim view of The Situation and then listeners write in to ask, "Why can't you be more optimistic?" His stock answer is: "I will if the news will let me." But occasionally he does a frivolous story, like his Thanksgiving interview with Martha Boswell on "How to Raise a Contented Turkey."

Edward R. Murrow—the "R" stands for Roscoe—was born in Guilford County, North Carolina, on April 25, 1908. Among his forebears was a colonel on the staff of Stonewall Jackson. His parents moved to the Pacific Northwest when he was a studious child of seven, settling in the sawmill town of Blanchard, on Puget Sound.

The community made its indelible mark on Murrow—in fact, the whole language of this cosmopolite is colored by his rural background. A homely expression like "putting the hay in the barn" often finds its way into his script, and in a recent broadcast he referred to the linchpin of the Russian wagon, thereby sending an undetermined number of listeners to their dictionaries.

After graduation from high school, young Murrow spent a year working in the Northwest woods, an experience that added heft to his six-foot, one-inch frame and whetted his appetite for outdoor life. Murrow earned his way at Washington State College and yet found time for an incredible number of campus activities. He was a member of the basketball and debating teams, the dramatics society, president of Student Council and cadet commandant. He was also elected to Phi Beta Kappa, but nobody in radio can recall having ever seen him wear his key. "I took a bastard course," he says. "Everything from philosophy to animal husbandry."

Ed Murrow's popularity led upon graduation to his election as president of the National Student Federation. When he became associated with the Institute of International Education as assistant director, Murrow went to New Orleans to speak before a student convention. On the train he met Janet Brewster, president of the Student Council at Mount Holyoke. He promptly fell in love with her, and they were married in 1934.

New Orleans was destined to figure in another important decision. As CBS Director of Talks and Education he was there attending the annual meeting of the National Education Association when he received a long-distance telephone call from Ed Klauber, who was then Columbia's executive vice-president. Klauber asked him how he would like to go to Europe. Murrow said he would like nothing better, and that's how he happened to be on the scene in early March, 1938, when Hitler decided to send his army into Austria.

Ed Murrow was in Warsaw arranging the broadcast of a boys' choir when the word came that Hitler was on the march. Although at that time Murrow was European director for CBS and not a correspondent, he left post-haste to cover the Anschluss story. Normal transportation was tied up by the movement of troops, but in Berlin he wangled the only plane available—a big 23-passenger transport. **As its sole passenger, he arrived in Vienna in time to watch Hitler's triumphal entry and broadcast his eyewitness account.**

After covering the Anschluss, Murrow flew to London and began organizing the CBS staff that would cover the European war. In this he was given full rein by Paul White, the network's director of news, and the result was a team of correspondents of the caliber of Eric Sevareid, William L. Shirer, Larry Lesueur, Charles Collingswood, Bill Downs, Richard C. Hottelet, Winston Burdett and Howard K. Smith. Murrow says, of anything he has done, he's proudest of the crew he put together in those hectic days.

Murrow came back as a CBS vice president with the added title of Director of Public Affairs. During the short time he was a V. P., Columbia trailblazed in documentary broadcasts, examining such social problems as Juvenile Delinquency. "CBS Views the

"They won't stand up in court."

Press," another signal departure for radio, was conceived by Murrow and has been cited for its contribution to American journalism.

Murrow was not comfortable in his executive's chair. He hated hiring and firing. He hated budgets. And when Campbell's Soup made a lucrative offer to him to go back on the air, he gave up the vice-presidency and returned to the business of reporting and interpreting the news.

On his return to broadcasting in September, 1947, Murrow set forth some guiding principles. "We shall do our best," he said, "to identify sources and to resist the temptation to use this microphone as a privileged platform from which to advocate action." He said he did not think it is possible for any reporter to be completely objective. But he said he would try.

It is difficult to say with exactitude at what point interpretation ceases to be objective and become opinionated. And the question is raised whether opinion is necessarily bad. Harriet Van Horne, who is one of radio's foremost critics, heard Murrow's pronouncement and immediately observed that his broadcasts from London during the blitz had been impassioned in their *non*-objectivity. She also described them as having been "magnificent."

Murrow does resist the temptation to use his microphone as a privileged platform. But when the House Un-American Activities Committee decided to bar radio microphones and newsreel and television cameras from its open hearings, Murrow at once took strong exception. A public hearing, he argued, is a public hearing. To deny radio newsman the use of their microphones is equivalent to telling press reporters to leave their pencils and paper at home.

Why He Is a Liberal

Murrow gives both sides to every controversial question, but often a careful listener can detect sympathies. He is, like Elmer Davis, a liberal. And it is next to impossible for him to sound like anything else. If you ask him why he thinks the way he does he will tell you he hoed corn in a blazing sun, that he read a lot of writings by men like Thomas Jefferson and John Stuart Mill, that he worked his way through college and that **in Europe he saw the Right at its worst, just as he sees the Left at its worst there today.**

Last winter, Murrow entered what was—for him—a comparatively new field when he did the narration for the Columbia album, *I Can Hear It Now*. In the first three weeks after release this album, made up of the actual voices of national and international figures like Will Rogers, Franklin Roosevelt, Huey Long, Winston Churchill and Josef Stalin, sold more copies than any other album ever pressed.

Now the reporter who established the phrases "This Is London" and "This Is the News" in radio is wondering what role news will ultimately play in television. **Of one thing Murrow is convinced: That whatever solution is reached, it had best not call for the sacrifice of news for visual effect.**

Today, Ed and Janet Murrow have a residence on Manhattan's upper East Side, but the place where they really live is Rumblewood, a big, rambling house on Quaker Hill near Pawling, New York. Rumblewood is built of hand-axed cedar logs and was so named by their three-year-old son Casey—christened Charles—who felt when the wind blew that the hand-hewn walls kind of rumbled.

Casey may turn out to be the Murrow of Tomorrow: At least he shows signs of developing his father's sense of humor. On a certain Saturday the news-analyst planned to take his son to visit the zoo but had to postpone the trip because of a party celebrating his winning of the DuPont Award. Casey, attending the party, exclaimed in glee, "This is *better* than the zoo!" It is an opinion that his father sometimes shares about life in general and the shenanigans of headline-seekers in particular. • • •

Baseball's Spies

(Continued from page 25)

were warned to throw at the plate instead of the pate, trick fences went up to shorten playing fields and increase the harvest of home runs and, finally, a livelier ball was thrown into play. New generations of fans grew up on 10-9 scores.

In an attempt to offset these advantages, major-league teams developed intelligence services. Though a lot of the information is dredged from obvious sources, some of it is gathered in highly unusual ways. Urban Shocker, who pitched for the Yanks during Ruth's heyday, burned the light in his pullman compartment at night as he read out-of-town newspapers. By collecting newspapers from all over the league ahead of time, Shocker was able to study the batting slumps and streaks of potential rivals.

"There aren't many blushing violets in the big leagues," a National League coach told me, "and I take advantage of it for some of my information. Few weeks ago I bumped into a right-hander I knew from another team. He'd done a good job on Musial the day before and I wanted to find out what he pitched him.

"'You're having a helluva fine year,' I told him. He liked that. I mentioned that he must have Musial's number. He liked that, too. He gave me a cigar. Then he sat back and told me just how he'd done it. Musial cocks his bat and tightens up when he stands at the plate. This guy kept fidgeting purposely—tugging the bill of his cap, hitching his belt, peering at first base—until he thought Musial's tension had been held so long it was worn. Then he whipped in outside pitches."

Once the information is gathered it is stored up and then distributed in pre-game meetings. Every player in the rival lineup is discussed—his strength, weaknesses and the site of most of his hits. When players have finished telling stories about enemy regulars they start on pinch-hitters, utility infielders and relief pitchers.

Usually the ten-minute locker-room talks are cruelly revealing. The reports are so complete that when the team goes onto the field the batting behavior of an opposing outfielder is as plain as the nose on his sunburned face. If the pre-game forum has concluded that he hits high balls to right field he'll get hump-backed reaching for low balls, and the outfield will shift slightly to the right, in case of emergency.

During the game, players all react according to the pre-game intelligence. A third baseman moves in on a hitter who is reported to have beaten out several bunts in the last few days. An outfielder backs up for the hitter who has driven balls to the wall. The pitcher and catcher co-operate, through their wigwag system, to put the ball where the hitter doesn't like it. In a dangerous situation the battery holds a brief infield conference to discuss fully what was talked over previously about the man at bat.

Naturally it takes thread-the-needle control to put the ball in the proper spot—where the batter won't hit it. Few pitchers have this hairline ability at all times. Since a batter's greatest strength may be located only four or five inches from his most notorious weakness—a very delicate relationship—alarming results frequently occur.

In one beautifully pitched game at Philadelphia this June, Bob Rush, a strong young Cub right-hander, made a single mistake. Andy Seminick of the Phils stepped into the box in the bottom half of the seventh inning, with no score. Rush and his catcher, Rube Walker, recalled their pre-game counsel. Seminick, who was, as they say, full of holes, hit badly at both high and low pitches. Walker signaled for a high fast ball. Strike one. He wagged for a knee-high curve. Strike two. Rush wasted an outside pitch and then took the signal for another high ball. But the ball slid off his big paw and moved toward the plate as a medium-speed throw at tantalizing waist level. It never reached the catcher. Seminick pulled his bat around in an awful arc and the ball was last seen somewhere over Bryn Mawr. That swing won the game, 1-0.

Surprises Wreck G-2

Another problem is caused by the fluctuating hitting habits of many big leaguers. No matter how much work goes into the G-2 program, it can be swiftly destroyed on any afternoon by the player who hits pitches he formerly has had trouble with. These style alterations call for corresponding intelligence changes in an effort to keep pace with ambitious athletes who retool their batting habits. Whitey Lockman, smart you-know-what-on-

Edward Murrow Cancer Victim, 57

By ARTHUR EVERETT

PAWLING, N. Y.—Edward R. Murrow, ace CBS radio and television news craftsman and commentator and former head of the U. S. Information Agency, died at his farm here Tuesday, 18 months after he was stricken with cancer. He was 57 on Sunday.

PRESIDENT'S TRIBUTE

President Johnson led the mourning for the man upon whom, last Sept. 14, was bestowed the Medal of Freedom, the highest civilian honor the White House can confer. The chief executive told his news conference in Washington:

"I have just received the sad news of the passing of Edward R. Murrow. It came to me just a little while ago. I believe that all of us feel a deep sense of loss.

"We who knew him knew that he was a gallant fighter, a man who dedicated his life both as a newsman and as a public official to an unrelenting search for truth. He subscribed to the proposition that free men and free inquiry are inseparable. He built his life on that unbreakable truth. We have all lost a friend."

Tributes poured in also from Murrow's rivals as well as his former broadcasting colleagues.

Murrow built an international reputation from his World War II broadcasts from London. They were a vivid re-creation for American radio listeners of the courage and tenacity of the British people beneath the lash of Hitler's air blitz.

"This—is London," was the way Murrow began his blitz broadcasts. This was a deep, resonant voice—some compared it to a voice of doom.

HEADED U.S. AGENCY

Only six weeks ago, Queen Elizabeth made Murrow an honorary Knight Commander of the Order of the British Empire, in [illegible] services in fur-

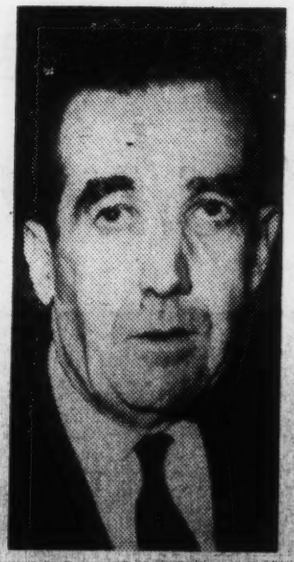
R. Murrow. A cousin remembers him as a "fat little boy with a regular foghorn voice." The fat left him in later years but the voice remained memorable.

Murrow was a Phi Beta Kappa graduate of Washington State College, with a degree in speech.

After the war, Murrow became CBS vice president in charge of news. He threw up the job after 18 months because, "I didn't like budgets, I didn't like paper work, and, most of all, I didn't like firing people."

Back before the microphone, Murrow entered television in 1951 with a documentary program, "See It Now." There followed a home interview show, "Person to Person," and his last CBS program, "CBS Reports."

Murrow's most explosive telecast cames in 1954, when he tackled the controversial Sen. Joseph McCarthy, R-Wis. Using film clips, Murrow sought to indict the senator with words from McCarthy's own mouth.



(AP Photo)
EDWARD R. MURROW

He is survived by his widow, the former Janet Huntington Brewster; a son, Charles Casey Murrow, a freshman at Yale University; and two brothers, L. V. Murrow of Washington, and Dewey Murrow of Spokane, Wash.

A funeral service will be held on Friday at 2 p.m. in St. James Episcopal Church, New York.

(Associated Press)

MUTILATED PAGE (s)

(Boston Herald. Apr. 29. 1965)

Edward R. Murrow

President Johnson said that he "subscribed to the proposition that free men and free inquiry are inseparable." James Reston said that he "endured, survived and reported the great story of his generation, and in the process he won the respect, admiration and affection of his profession."

There is little that we can add to that. We remember his voice from London during the war. We remember him on television. His "See It Now" documentary on Senator McCarthy sticks most vividly in our mind.

He was not a man who spared himself. He worked hard and took chances when they needed to be taken. He was not afraid to stick his neck out—even to the point of accepting from President Kennedy the sticky and thankless job of heading the U. S. Information Agency.

His country and his profession lost the best when Edward R. Murrow died.

Murrow Papers Go to Tufts

Boston H.T. 4/10/70

If you'd like to see Wellesley College trounce the University of Wyoming in the sport of intellectual gymnastics, you can tune in "G.E. College Bowl" at 6:30 p.m. this Sunday on Providence's Ch. 10, or catch the same program on a delayed basis at 3 3 p.m. a week from Sunday over Boston's Ch. 4.

The papers and personal library of the late television newsman Edward R. Murrow have been given to a center bearing his name at the Fletcher School of Law and Diplomacy of Tufts University. The donation was made by his widow, Mrs. Janet Murrow.

Boston's educational station, WGBH (Ch. 2), has received a total of $2 million in grants from the Corporation for Public Broadcasting. The money is intended to help produce a 13-week series of concerts this summer by the Boston Pops Orchestra, the station's half-share in "The Advocates" program and 19½ additional hours of programming for showing over the nation's educational stations.

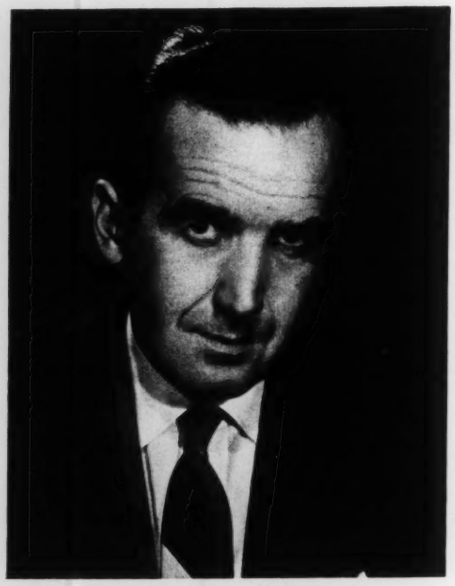
For once, the copycat habits of television seem to have accomplished something worthwhile. The great popularity of the National Geographic Society and Jacques Yves Cousteau specials has opened the way for other travel and adventure series and specials on the air.

This coming week, for example, there will be a Cousteau repeat Sunday evening (Ch. 7), a National Geographic special, "Holland Against the Sea," Tuesday evening (Ch. 5) and one of the "Adventure" series of specials, "Sail Around the World With Five Men and a Girl," on Friday evening (Ch. 5).

The following week will come "The Whale Hunters of Fayal," on Thursday, April 23 (Ch. 4).

(Herald Staff Photos by George Dixon)

HUMPHREY DEDICATES — Vice President Humphrey dedicates Edward R. Murrow Center of Public Diplomacy at Tufts. Picture of the late newscaster and head of the United States Information Agency is in background.



EDWARD R. MURROW
1908 - 1965

The English-Speaking Union of the United States salutes a great American champion of the unity of the English-Speaking peoples.

Boston Herald - 9/27/65

The Murrow Center

There once was a time when, for Americans at least, diplomacy seemed to be of almost minor importance. Today, in a world which is constantly shrinking and at the same time expanding in population and multiplying the means to do away with itself, good diplomacy can be our salvation and bad diplomacy could bring about the destruction of us all.

Diplomats today are not always men in striped pants and swallow tail coats meeting stiffly around tables in the major cities of the world. There are such diplomats still, but diplomacy is also a shirtsleeve operation carried out in towns and villages, over the airwaves and in the press everywhere. The people involved, one way or another, in diplomacy include professors, students, correspondents, businessmen and even tourists. While they may be largely unconscious of the roles they play, they nonetheless play important roles.

A new educational institution, the Edward R. Murrow Center of Public Diplomacy in Tufts University's Fletcher School of Law and Diplomacy, will, among other things, examine the roles such informal diplomats play. It will gather together people who are involved in international communication and foreign affairs and attempt to reach some conclusions about how public diplomacy works and how it can be improved.

The Center is an appropriate memorial to Ed Murrow. He knew before he died that such an institution was being considered. He might have taught there. His name will give it a fine tradition to live up to.

WASHINGTON

By JAMES RESTON

This Was Edward R. Murrow

WASHINGTON. — Edward R. Morrow lived long enough before he died this week to achieve the two great objectives of a reporter: He endured, survived, and reported the great story of his generation, and in the process, he won the respect, admiration, and affection of his profession.

A Great Cast

The second World War produced a great last of characters, most of whom have been properly celebrated. Roosevelt, Churchill, and Stalin, are gone. Chiang Kai-shek is now living in the shadow of continental China which he once commanded, and only De Gaulle of France retains power among that remarkable generation of political leaders formed in the struggle of the two world wars.

The great generals of that time too, like MacArthur and Rommel, have died or, like Eisenhower and Montgomery, have retired, but in addition to these, there was in that war a vast company of important but minor characters who played critical roles.

History would not have been the same without them. They were the unknown scientists, like Merle Tuve, who invented the proximity fuse and helped win the air war, and chiefs of staff like Bedell Smith, and the foreign service officers like Chip Bohlen and Peter Loxley of Britain, and on the side, the Boswells of the story, like Ed Morrow of the Columbia Broadcasting System.

It was odd of Ed to die this week at 57—usually his timing was much better. He was born at the right time in North Carolina: Therefore he was around to understand the agony of the American South. He went West to the state of Washington as a student and therefore understood the American Empire beyond the Rockies; and he came East and stumbled into radio just at the moment when it became the most powerful instrument of communication within and between the continents.

He was part of a remarkable company of reporters from the West; Eric Sevareid, Ed Morgan, Bill Costello, whom Murrow recruited at CBS; Hedley Donovan and Phil Potter, out of Minnesota; Elmer Davis, Ernie Pyle, Tom Stokes, Bill Shirer, Raymond Clapper, Wallace Carroll, Webb Miller, Quentin Reynolds, Wally Duel, the Mowrers, and many others, including his dearest friend, Raymond Gram Swing, who played such an important part in telling the story of the Old World's agony to America.

Conveyed Spirit

But Murrow was the one who was in London at that remarkable period of the Battle of Britain, when all the violence and sensitivities of human life converged, and being both sensitive and courageous himself, he gave the facts and conveyed the feeling and spirit of that time like nobody else.

It is really surprising that he lived to be 57. He was on the rooftops during the bombings of London, and in the bombers over the Ruhr, and on the convoys across the Atlantic from the beginning to the end of the battle. Janet Murrow, his lovely and faithful wife, and Casey, his son, never really knew where he was most of the time but somehow he survived.

In the process, he became a symbol to his colleagues and a prominent public figure in his country, and there was something else about him that increased his influence. He had style. He was handsome. He dressed with that calculated conservative casualness that marked John Kennedy. He was not a good writer, but he talked in symbols and he did so with a voice of doom.

It is no wonder that the British, who know something about the glory and tragedy of life, knighted him when they knew he was dying of cancer at the end. Their main hope in the darkest days of the German bombardment of London was that the New World would somehow understand and come to the rescue of the old, and if anybody made the New World understand it was Murrow.

ably wouldn't have liked it if he had. He grew up in an age that rewarded good looks and the mastery of techniques and longed for the spirit of a simpler age, and he symbolized all those things.

Those who knew him best admired him most. He was a reporter of the old school and a performer of the new. In radio and television there is no written permanent record: Only the memory of the listener remains. And the memory of Ed Murrow will remain for a long time among people who remember the terrible and wonderful days of the Battle of Britain.

(New York Times News Service)

Elegant Grace

He had access to the White House and to No. 10 Downing Street. He came back from the raids over Wilhelmshaven or from the bleak East End of London and moved through Mayfair and Manhattan with all the quiet and elegant grace of a Shakespearean actor.

He was not a good head of the United States Information Agency when Kennedy brought him to Washington, because he was not really comfortable with power. He was a skeptic and a yearner. He loved the stir of the world, but at heart he was a lonely critic who hated discipline and authority.

For this reason, though he had the great reporter's gift of creeping into the confidence of people, and came to know Churchill and Eisenhower intimately, he never felt happy with the movers and shakers of the world.

He hated the commercial rat race of the television networks, and fought their emphasis on what he regarded as the frivolities rather than the greater issues of life, and talked constantly of escaping back into the small college atmosphere from which he came.

He never made it, and prob-

Philippa aspired to be a choir nun (the claustral sisters were in charge of the garden, the kitchen, the poultry and bees, the Marthas of the order), and her impressions of the elders in her days of adjustment are sharp. It is one of Miss Godden's accomplishments in all her books to make us aware of the many voices in her story, and here she is at her best in delineating the authority and compassion of Lady Abbess Hester; the open heart of Dame Maura, the precentrix, who is in charge of the choir; the tart, red-eyed skepticism of Dame Agnes Kerr; the shining faith in prayer of Dame Beatrice, the sacristan. Dame Agnes, who always speaks her mind, distrusts Philippa from the start—this woman from London is too old, too habit-ridden, too self-willed, she thinks, to adapt herself to the community, and the conflict between these two strong personalities is always close to the surface.

During Philippa's noviceship the Abbess is felled by a stroke, and on her deathbed she pleads for forgiveness. The councillors at her bedside are stunned until, in a magnificent scene, Dame Catherine, the most forceful of them, bends over, and in her direct way, quiets the troubled mind. In the election that follows, Catherine becomes the new Abbess, and in her assumption of office the mystery which had been torturing her predecessor becomes clear.

Catherine and Philippa are of course the key figures, Philippa as she experiences the trials and the submissiveness of the novice; Catherine as she takes into her hands the many threads of this feminine, self-sufficient, debt-plagued community dedicated to love and peace. There are many stirring scenes: the eventual Clothing of the lovely novice Cecily; Catherine's anger as she breaks her cross; the vital impact of the visiting sculptor Duranski. In Brede Abbey as in the college of C. P. Snow's imagining there are the aspirations, the struggle for power, and the balm of friendship common to us all.

PRIME TIME
by Alexander Kendrick
Little, Brown, $8.95

In the rise and fall of American radio and television Edward R. Murrow stood for the best. His integrity, the fairness of his judgment as a commentator, and the quality he demanded of his network made him as indispensable to American broadcasting as Lord Reith was to the BBC. When we of the Peabody Committee found it mandatory to give him his third Award, we had made a special silver medal—no one else has ever received one—as if to retire him from competition. But only the network could do that, and when Stanton broke with Murrow and then with Fred Friendly, CBS lost its sovereignty, and television was on its way to becoming the most costly and debased medium of advertising in America.

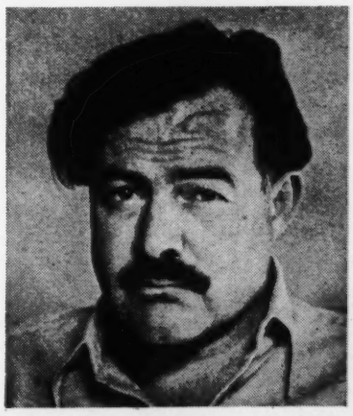
It is hard not to be didactic when one thinks about Ed Murrow, his performance, his ideals, and his death, and Alexander Kendrick, who was one of his team, does not resist the temptation in his human, episodic, valiant biography, *Prime Time: The Life of Edward R. Murrow*. Ed did not believe that the medium was the message, or that communication was to be confused with communications. In his CBS office hung a quotation from Thoreau: "It takes two to speak the truth—one to speak and another to hear."

His magnificent reporting of the war showed that millions were listening, and on that crest Ed evolved *See It Now*, the most searching of television documentaries. "He was," writes Kendrick, "a disturber of the peace and a collector of injustices. Radio and television are by their very nature ephemeral. He endowed them with a sense of permanent substance by giving them a purpose." The great programs dispensed justice, as in the Radulovich case, which Murrow and Friendly advertised in the New York *Times* with their own money when both sponsor and network refused to publicize it. Five months later came the famous confrontation with Senator Joseph McCarthy, and when, speaking in equal time, the senator demolished himself in public view, millions of Americans agreed with Ed's conclusion: "This is no time for men who oppose Senator McCarthy's methods to keep silent. We can deny our heritage and our history, but we cannot escape responsibility for the result. There is no way for a citizen of a republic to abdicate his responsibilities." But neither CBS nor Madison Avenue would continue to risk such controversy.

The contour of Ed Murrow's career is familiar. What is not familiar is how he got his start as a Bachelor of Public Speech at Washington State University and how much he learned from his favorite teacher, Ida Lou Anderson, a cripple, who inspired him with the meditations of Marcus Aurelius and who taught him how to use his spendid voice. (It was she listening in the Far West who told him to pace his famous opening: "This . . . is London.") Kendrick measures his man in a multitude of episodes: Ed's courage in reporting action from the foxholes, from bombers or tanks; his enormous capacity for gaining the confidence of men as different as Winston Churchill, Robert Oppenheimer, Tito, and Omar Bradley; his genius for expressing so much in concise, sharp-edged sentences; his God-given candor and smile which won him friends everywhere. This is a long book, charged with partisanship, in which the man himself emerges.

A new edition of Hemingway's famous three-act play of wartime Spain, with four major short stories never before collected in book form.

Ernest Hemingway
THE FIFTH COLUMN
and Four Stories of the Spanish Civil War



$4.95 CHARLES SCRIBNER'S SONS

'I GOT SPREAD SO THIN'

Here's Inside Story of Murrow Leave

BY JANET KERN

"If you want to know the personal reasons behind this, I'll tell you—and I think I'm being honest. I'm not conning you," Edward R. Murrow told me in the wake of his announced one-year leave of absence from the Columbia Broadcasting System.

"There's not any row here—other than the ones you are familiar with. It's just that I got spread so thin, never getting out of this shop, that I got to feeling that I was just working from memory.

"Maybe a year without constant deadlines and with a chance to travel around this country and others—maybe learning something—will give me back my confidence, maybe false confidence.

"I want to spend some time in the South—I haven't been there in years except for a 24-hour trip. That's one of the places where I feel I'm working just from memory, and you can't memorize current news. Then I want to go to Africa, the Middle-East and Asia."

Murrow said his wife, who'll accompany him on most of his travels, is enthusiastic about the plan.

Arthur Godfrey, selected by CBS to take over the "Person to Person" TV show during Edward R. Murrow's absence for a year.

JUST BAD TIMING

He explained that while the timing of his announcement (right on the heels of his controversial radio program about prostitution) was unfortunate, it was necessary for personal reasons. Murrow continued:

"One of the big reasons for the timing was that Casey (Murrow's 13-year-old son) is just between schools—just finishing 8th grade and not yet started in prep school. So this was the logical time. We haven't decided exactly what we'll do—maybe Casey will spend six months in a school in Switzerland, working on his French and Latin."

Murrow hopes to make some use on radio and TV of whatever news he runs into on his travels (after a brief trip to California to visit his mother. In his letter of leave-taking to CBS president Dr. Frank Stanton, Murrow suggested that "should my travels take me to areas where news is breaking, I am hopeful that the radio and TV news director would give me a chance to do a little reporting."

Murrow read to me Stanton's reply.

"The suggestions you make for assisting CBS News on occasion are completely satisfactory and much appreciated."

What was the reaction of Sig Mickelson, the "news director" referred to?

Murrow said:

"I haven't talked to him."

RELATIONS STRAINED

"Well, that isn't news," I mused, thinking of the long strain that has existed between Murrow and Mickelson and his department (the "rows you are familiar with" to which Ed had referred).

Ed broke into loud laughter—and then warned:

"That was YOUR comment, remember."

Murrow emphasized that his parting from CBS is friendly and temporary. While he did not deny the existence of the tensions and battles which have long marked his relationship with his network, he said they were not the final deciding factor in his decision to do something he has been considering for 20 years—even while I was still in Europe."

Those tensions and battles all have revolved around the conflict between the era of individuality—oriented, single personality news broadcasting and that of departmental news coverage.

Ever since World War II, Murrow has been a "company within a company" at CBS. In recent years, he operated his own, strictly autonomous, news and public affairs department. Frequently Mickelson and Murrow and the latter's partner-producer, Fred Friendly, have been in open competition sharper than that between the different networks' news staffs.

In the past, Murrow frequently won, thanks to his wide personal popularity, his close relationship with top CBS management, his position as a former CBS vice president and his role as a director of the corporation.

LIBERTIES GROW

Recently, however, Murrow's closeness to top management began to grow thin—and there were many who felt that his extraordinary personal priviliges within the company were turning into license, rather than liberty.

Murrow became less and less discreet in his insistence upon autonomy. In 1956, when CBS found itself in public battle with the Republican party over the network's refusal to carry part of the Republican convention, the other networks lined up in support of CBS. Murrow opposed his own company.

Murrow's open hostility toward CBS president Stanton and the board of directors became less thinly veiled. His insistence upon self-sufficiency became more and more open.

In 1957 Ed bought out the program ownership rights of Jesse Zousmer and John Aaron, creators, producers and, with Murrow and CBS co-owners, of "Person-to-Person."

CBS promptly hired Zousmer and Aaron to continue producing the show and, recently, the network quietly bought out Murrow's share in the program (thus insuring its continuance on the network even if Murrow should depart).

SHUNS AN AWARD

Still openly angered by CBS' abandonment of his "See It Now" series in favor of public affairs programs produced by Mickelson and Public Affairs Director Irv Gitlin, Murrow refused to appear of CBS' Garry Moore Show to accept an award for last year's "See It Now." Moore excused the absence of any recipient for the "See It Now" award by saying that everyone connected with the show was busy.

Murrow declared bluntly that he "doesn't believe in accepting awards for dead shows."

This sort of talk did not sit well with Murrow's CBS superiors. Nor did such matters as a recent speech in which Ed excoriated his industry for what he pictured as a money-mad ignoring of its responsibilities as a news and public affairs medium. Nor did Murrow's unpredictability.

IGNORES ELECTION

For instance, at the time of one major election, Murrow suddenly took himself off to Israel—where little was newsworthy at the moment—thereby removing himself from the CBS-TV election night coverage. On the last CBS election telecast, Murrow was on hand—but in a decidedly subordinate position.

Although everyone around CBS and the TV industry has long expected an open break between CBS and Murrow—the last of the great, individual, World War II news broadcasting personalities—Monday night's revelation found all parties concerned unprepared.

"Person-to-Person" producers Zousmer and Aaron countered queries as to the personnel of their show next season by saying:

"That's a very interesting question. Everybody upstairs is so busy with Murrow and we're so busy with next week's show we haven't had time to find out. We have seen Godfrey's name on page one of the New York Times as Murrow's possible replacement—but we'd like to know, too."

BEHIND SCENES

In the corridors of CBS the whispered question is:

"Who won, Murrow or Stanton?"

The wise-cracking answer has been:

"Ed must have — he's getting a year off with pay."

But, the likelihood is that the winner of the battle was CBS. For, fundamentally, the battle was not really between Murrow and the president of CBS but between the era of autonomous, news broadcast personalities and corporate news-gathering and reporting departments.

Murrow Returns from Sabbatical with New Challenge for Television

BY MARION PURCELLI

Chicago Tribune
Sunday - July 31

AT THE half century mark in his life, Edward R. [for Roscoe] Murrow decided to take a one year leave of his work to read, travel, reflect on his life and his way of living, and decide what he wants to do in the future.

Ed's back now and we cornered him the other day in his suite at the Blackstone to learn what answers he discovered on the self imposed Odyssey.

Edward R. Murrow

"I found a wonderful description of myself," he said, squinting thru a cloud of cigaret smoke. "I'm a smatterer—dabbling in and studying bits of everything. The one big thing I realized is that there's a limit to what any one person can do; you have to decide what will give you the best psychological and intellectual dividends.

"I've decided not to work as hard as I have for the last 25 years. In the fall I'll concentrate on a half-hour-a-week radio show and hour long documentaries for television.

"We'll have 26 television documentaries in depth, discussing such diverse subjects as "Quemoy and Matsu, migrant workers—some 2½ million people we know nothing about—and the state of Kerala, an area with the highest literacy in India and the only part of the world that voted in communism and then voted it out. Maybe there's a lesson to be learned from their experience."

SITTING on a couch with his coat off and his shirt unbuttoned at the collar, his distinctive voice, his careful use of simple declarative and the dramatic pause gave him the air of an unfrocked bishop. He thought over every question before answering, his dark eyes searching the floor as he spoke.

"Im not a tourist or a sightseer," he said, his brow furrowed like a finely plowed field. "From Stockholm to Tokyo I had conversations with newspaper men and government officials. From them I learned that this country of ours is in danger of becoming isolated, and if television is going to fulfill a responsibility in the world picture, it's going to have to do more than it's doing now.

"We are going to have to reflect and report on the kind of world in which we live. TV shouldn't become exclusively a medium for education and communications, but the balance has been slightly out of kilter. The difficulty is that most TV reporters are growing old, and it's bad to reach the point when our reminiscenses began to offer self-fascination.

"Too many have acquired their reputations as a result of processing the news rather than digging it out; this is due to the pressures of the instrument with which they work. It's bad because the real act of reporting is to say what you see—if you don't see you can't say."

• • •

WHILE MURROW is one of TV's darlings, occupying a unique position in the industry, it's a slightly one sided love affair. His heart belongs to radio, TV's old and currently dowdy sister.

"Radio is more satisfying than television," he explained. "To translate ideas into words is tough, but to translate them into pictures is often impossible. In radio, you have complete control of the microphone; in TV you're subject to the hazards of cameras, lighting, and technical crews."

We asked Ed whom he considers the great men of our time.

"Churchill, de Gaulle, and Nehru," he answered. "Churchill because he's the most articulate man of our age, aware of the hopes and aspirations of western Europe. De Gaulle because he's tough; he faced overwhelming odds and refused to give up. Nehru because he's a supreme politician who could draw power from the present and who has the ability to inspire belief; he pulled his people from apathy and changed their lot in life."

Ed, a thinking man who seemingly just smokes and sweats, has a very simple philosophy for living.

"I never have any more of a horizon than 90 days," he said walking to the other side of the room to drop a match into a clean ash tray.

Press clippings

The
Commonweal

386 FOURTH AVENUE
NEW YORK 16, N. Y.
MU 3-9685

Ans'd by phone Amy J Aaron 3/25

24 March 1954

Mr Edward R. Murrow
The Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Mr Murrow:

The article on radio news, in connection with which I interviewed you three months ago, appears in the next issue of The Commonweal. It was delayed until now so that it could be included in a special issue on mass communications.

Galleys of the article are inclosed. I have marked in red pencil the sections in which I quote you. I would be grateful if you or your secretary would write or call me before Monday evening the 29th with verification (or correction) of the quotations.

And of course, if you should notice errors or remarks which seem unfair, I would like to have them brought to my attention.

Let me add belated thanks for your letter of December 31st, for CBS' having considered my job application, and for your kind cooperation in the preparation of this article.

Sincerely,

William Pfaff

William Pfaff
Assistant Editor

Commonweal

WILLIAM PFAFF

WHEN Samuel F. B. Morse discovered that electric current could be made to actuate a signalling device over long-distance wires, the history of our experiment in democracy was more deeply involved than he could ever have conceived. Communications were revolutionized, and with them, the character of democratic government. Now we can no longer live in contemplative isolation; it is as if we all were on an enormous spider web: when a corner of it is touched, the tension brings all of us poking out of our dens.

A most important trend of our times, produced by the revolution in communications, is a discernible movement away from the constitutional processes of the past. The impact of decisions has moved outward from Congress and the Executive; at the same time the weight of responsibility moves inward as the complexity of issues lessens the number of people qualified to judge them. The President's recent decision to emphasize atomic bombardment in our military strategy was necessarily a decision whose merits could *fully* be judged only by the Joint Chiefs of Staff, the National Security Council, and a limited number of Congressional Committee members and Executive and military planners. But the circle of people whose fate is involved in this decision is so enormous that there was an almost irresistible temptation for responsible officials to placate public concern with a public relations campaign. The issue seemed too secret, too complex. The temptation is gently to coerce the public. This is no new temptation (Walter Lippmann analyzed it thirty years ago in *Public Opinion*), yet the developments in communications and public relations techniques make it a more persuasive one.

But government officials cannot make modern crises any less complex than they actually are; they may attempt to turn a logarithmic equation into a slogan, but in reality it remains a logarithmic equation. So the responsibility falls on the news reporter. He has become the public eye without which there is darkness.

The latest media of the news, radio and television reporting, have several special characteristics which include immediacy (the newspaper "extra" has all but disappeared) and impermanency. The consequences are that radio and television news tends to be simple, frequently superficial; it must be interesting, and often, for the sake of firing interest, is emotional, alloyed with entertainment. Radio and television have the advantage that they cannot very well be listened to selectively: a reader indifferent to foreign news can skip the foreign reports in his newspaper but hardly can avoid hearing those items in a newscast.

There are a limited number of radio frequencies and television channels. Allocated to a private corporation, each frequency or channel provides the opportunity for large profit and larger public influence. The power inherent in the ownership of a station is obvious; the government tries to avoid its misuse by requiring that the station be non-partisan in political matters. These inherent and regulatory characteristics have posed a challenge to newsmen which radio has inadequately met, and television has only begun to deal with.

THE great majority of radio newscasts carry nothing but headlines, with interpolated entertainment—"the lighter side of the news." While a minority of newscasts—the summaries from the networks and larger stations, and the correspondents' round-ups—frequently furnish a more balanced report of *events* than most newspapers, the trouble at the smaller stations is the same trouble as at the smaller newspapers (and some which are not so small): inadequate editing. Editors do not know (or care about) their subjects well enough to discriminate between the trivial and the significant, to look for the details which together form the important story, to pay attention to the continuity of a developing story. They publish the most important wire-service reports, handle foreign news cursorily with little attention to the development of stories over several days, and stuff the remainder of the paper or broadcast with features. They hardly attempt to perform the most serious function of the press, which is to interpret and explain the news without permitting partisanship to move from the editorial to the news columns. (And I am speaking here in terms of national and international news; the influence of the press and radio on local news is a different, if not necessarily a happier, story.)

The need for interpretation is responsible for the success of the newsmagazines, which by virtue of their disadvantage in timeliness, deal heavily (and ambiguously) in the commodity of interpretation. The newsmagazines and the network news programs are the chief national media of serious news reporting on national and international news; frequently they are the only media available to the person who lives outside the areas of the limited number of good newspapers. And a survey last fall found that the American public, especially that part of it which lives outside the great metropolitan areas, has only a fragmentary, most incomplete, knowledge of international affairs.

No radio or television newscast can, of course, attempt to provide the service done by the small minority of newspapers which might be described as the professional tools of people involved in the making of international policy in government and business. The New York *Times* and *Herald-Tribune*, the *Christian Science Monitor*, the Washington *Post* (now *Post & Times-Herald*), and a few others continue to hold that responsibility. The responsibility of broadcasting is that of considered popularization and the wide distribution of the news.

And this brings us back to the problem of interpretation. Headlines alone, lead paragraphs off the news wire standing alone, are the tools of demagogues. News makes sense only when it is understood in terms of what preceded and what is likely to follow the headline.

Radio and television's answer to this problem of interpretation has taken three forms, two of them distinctively successful: the panel and the documentary. The former is unique to radio and television (although borrowed, in tape-recorded interview transcript form, by *U.S. News and World Report* and the New York *Times Magazine*) and possesses the inherent excitement of any argument; the latter is a wedding of drama and news which does things which cannot so well be done in writing. The third form is the news commentary.

IN commentary, the line was drawn during World War II between two policies, one adopted by the American Broadcasting Company (formerly the Blue Network), and the other by the Columbia Broadcasting System. The Mutual Network has followed the same policy as that of ABC. The National Broadcasting Company, harassed by a lack of consistent internal leadership, has since the war been a negligible force in radio news comment, with a few exceptions such as the brilliant Chicago analyst, Clifton Utley.

The ABC-Mutual policy is to permit a commentator to say what he pleases (within the limits of the laws of libel and obscenity; not always, as it has worked out, within the limits of good taste). He may favor candidates, advocate specific courses of action, and attack public figures. The networks make sure that they have commentators of different points of view, representing the major blocs of opinion, who presumably balance out to network impartiality. The theory might be described as an algebraic one of plus and minus canceling out to network zero.

ABC and Mutual offer a variety of commentators, from Fulton Lewis, Jr., and George Sokolsky to Martin Agronski, Frank Edwards and John W. Vandercook. Broadcasts range from sheer opinion, as with Fulton Lewis (who has such violent convictions that he occasionally becomes incoherent), to news with interpolated opinion, as with Elmer Davis. Prejudices aside, the usefulness of these commentators would seem to hinge largely on how seriously they attempt to avoid bias in reporting the actual facts, and on how willing they may be to report and consider the news which does not fit their particular points of view. In each case the commentator has a partisan viewpoint from which he sees the news. And his audience usually consists of the partisans whose views he reinforces, plus the few who hate his guts but listen out of a compulsive masochism.

The value of these men to the formation of an informed public is real but limited. No one except the telephone company's line-monitor listens to the nicely balanced total of a network's commentators. And by listening to one's favorites only, as a person almost inevitably does, it is possible to live out one's life without hearing a broadcast word which does not prove how right one is.

The second policy on commentary is that of the Columbia Broadcasting System. With a distinctive character and the largest staff in network news, the CBS News organization has been highly successful both in terms of listener popularity and professional achievement. Its history is instructive.

IN the mid-thirties, when radio reporting hardly existed, two men decided that radio news broadcasting had a future. One was William S. Paley, network board chairman, and the other was Edward Klauber, a former editor of the New York *Times*, then a CBS vice president. Paley initiated a policy of presenting the news, pausing, and then presenting an "analysis" (and the network prefers to call its interpretive broadcasters "analysts" rather than "commentators").

The duty of the analyst was stated by the network in 1939:

> . . . What news analysts are entitled to do and should do is to elucidate and illuminate the news out of common knowledge, or special knowledge possessed by them or made available to them by this organization through its news sources. They should point out the facts on both sides, show contradictions with the known record, and so on. They should bear in mind that in a democracy it is important that people not only should know but should understand, and it is the analyst's function to help the listener to understand, to weigh, and to judge, but not to do the judging for him.
>
> It is impossible, within any reasonable limits, to define completely this last-mentioned aspect of news analysis. Fairness and temperateness are of its essence.

There certainly are examples to sustain the thesis that the nature of modern news reporting seems inevitably to lead to bias. Witness the "one-party press" of the last Presidential campaign and the change of *Time* and *Life* from newsmagazines to opinion magazines. Other publications, such as the New York *Times* and *Newsweek,* are experimenting with techniques which will enable them to continue "objective" reporting and at the same time deal with lies in the news. Meeting this particular problem, the New York *World Telegram & Sun* caused considerable comment with its handling of Senator Jenner's recent speech charging the Democrats with planning to lose the Korean war. It prefaced its story with the italicized statement that " . . . it should be pointed out . . . that Senator William E. Jenner offered no facts to substantiate his irresponsible charge." *Time* has a different approach. Inserting definitely partisan judgments into many domestic news stories, it justifies its policy by an appeal to the theories of "interpretive reporting." In times as disturbed and invective-laden as these, the problem clearly is not confined to broadcasting.

CBS has almost always managed to maintain its pause between news and analysis. But in recent years the analyses have come to include more and more judgments. CBS analysts have in past weeks made judgments on the Bricker Amendment and military aid to Pakistan, among other issues. They have gravely, if soberly and implicitly, criticized Senator McCarthy. These things may be challenged, but chiefly on the grounds that they violate the traditional policy of the network itself. What is serious is that CBS has also permitted judgments to enter into straight news reports. Don Hollenbeck's WCBS-TV news broadcast which followed the famous McCarthy edition of "See It Now" rightly characterized itself as a supplementary report to the Murrow show, and an anti-McCarthy tone has been evident in other CBS News broadcasts.

This encroachment of opinion into news reports appears to be due, ironically enough, to the special position held by Edward Murrow which has done so much to make CBS News the extraordinarily good agency it is. As the dominant personality in the news operation, and a network executive too ("you might say that Ed is [Board Chairman] Paley's conscience," a CBS man has remarked), he has been pace-setter for the news agency. "We know that we can weep on Ed's shoulder, that we can ignore pressures as long as he is here. You could call him the newsman's representative in the publisher's office, and the publisher's representative in the newsroom," a CBS analyst says. Murrow himself remarked about unfriendly mail and pressure campaigns, "I never look at that stuff." From the beginning of the war, he, more than any other individual, has set the tone of CBS News.

WORRY

Now, the corrosive crisis of suspicion and intolerance has forced Murrow himself to become (perhaps a bit to his own surprise) a crusader, a leader of those who feel that Senator McCarthy represents a threat to traditional American values. Prominent in this group are the liberals, and Murrow has already begun to receive the swarming embraces which in the past have been visited upon Adlai Stevenson and Elmer Davis. (Perhaps there soon will be a special issue of the *New Republic* dedicated to this newest of the heroes.) Once Murrow is considered a partisan leader, his public position will be fundamentally altered. It may not be too much to say that then Edward Murrow would be finished as a non-partisan analyst. In any event, from now on, the liberals will automatically praise, the McCarthy supporters will damn. Murrow may thus, perhaps quite deliberately, have made a greater personal sacrifice to the cause of civil liberties and honorable discussion than almost any other public figure in America.

WHATEVER the effect on Murrow's career, it will be interesting to see what happens to CBS News itself. If it should become thought of as partisan in reporting the news, even though the cause is a wholly admirable one, then a genuine ideal will have died and a giant will have fallen.

If CBS does not lose its reputation for impartial and responsible reporting, it will not be due so much to the fine policy statements of the past as to the caliber of the reporters themselves. "We are newsmen," Lesueur said. The profession of the newsman is perhaps harder to practice today than at any other time in American history. There are these problems of complexity and secrecy; of the public figure who lies and of the public agency which merchandizes its information; of the psychological warrior and the press agent. There is the historically unique status of diplomacy, inevitably interrelated with public opinion and the press, now death-filled in its responsibility, a hydrogen bomb the penalty of failure. In these layers of information and misinformation, of ideology and of malice, is hidden that logarithmic equation. In considering how the press reorganizes and rethinks its mission, a certain reassurance may be drawn from the circumstance that fact, like mathematics, has always been known to give men a kind of pure joy.

This policy was summarized by Paul White, CBS' ex-news chief, the most distinguished editor radio news has produced and a principal figure in the development of the network's service. He said of the omniscient brand of commentator, "No one knows *that* much."

The news was to be illuminated, but there were to be no crusades or polemics. In several disputes, notably that during the war which led to the resignation of correspondent and analyst Cecil Brown, White maintained the principle that no arbitrary judgments or opinions were to be broadcast without at least some such qualification as, "it is the conclusion of this reporter that," or "one opinion is that. . . ." CBS' Edward R. Murrow has remarked, "I sometimes wish for a whistle or bell which I could sound during my program—something which would indicate to the listener: 'you have just heard what is ascertainable fact about today's events; you are about to hear one fallible man's opinion of what those facts mean.'"

I TRY TO DO THIS WITHOUT USING THE BELL.

Murrow is undoubtedly the best-known of CBS' news broadcasters. In the exact sense of the term, he is no longer a staff-member of CBS News. European chief during the war, he returned to the United States to become a vice president of the network. Dissatisfied with administrative work, he resigned his post to become once again an active broadcaster. He still is, however, a member of CBS' board of directors. He is not a member of the staff of correspondents and analysts who are organized under the title of "CBS News." While working in close association with CBS News, he has his own group of stringer correspondents and prepares his broadcasts with a personal staff of associates and writers. On his nightly program he frequently takes very specific stands on national issues, and on his televised documentary, "See It Now," he has made some strong personal judgments, the most celebrated one on the character of Senator McCarthy. The judgments are voiced in tones which have been compared with those which might be expected of the Deity, but they usually have the human disclaimer, "it would seem to this reporter that. . . ."

Only Cronkite is with CBS

RADIO

Flesh Time off Screen (No personal payroll)

He has said, "I think it provable that there is no such thing as a wholly objective reporter. Every man sees things through the glass of his own education and experience." This is a considerable understatement, and projects the question of whether the ideal of unbiased news reporting is attainable. The CBS policy statement quoted above lays down a principle, but it is a principle difficult to apply in the highly personal medium of the news broadcast. Larry Lesueur, CBS United Nations correspondent, told this writer: "There is no exact formula which determines what I may or may not say in my broadcasts. An editor reads my script, but I have never been questioned on anything other than slips of fact." (And even if there were strict censorship of scripts, a speaker's emphasis could altogether alter the meaning of a statement. Elmer Davis is a commentator with a notable, and frequently funny, command of the powers of emphasis.)

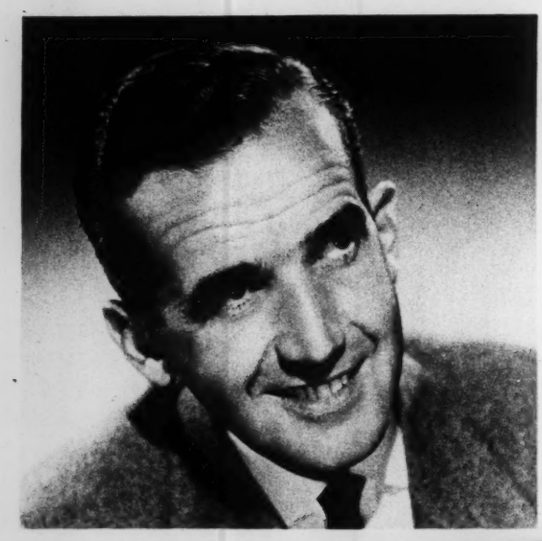
THE ideal of objectivity would seem to depend on the intent of reporters and analysts. In this, CBS has a good tradition. Beginning with Paley, Klauber and White, and continuing through Murrow and current news chief Welles Church, CBS News has been marked by responsibility and what might be called a humility before the fact. Lesueur went to the heart of the matter when he remarked, "We are newsmen, not pitchmen." Murrow echoed him in speaking of the occasions when he and his wartime colleagues get together: "Down towards the bottom of the bottle, the talk always turns serious." A *New Yorker* profile of Murrow says that during the war CBS executives were sometimes irked because the newsmen he was hiring in Europe were poor broadcasters. He always replied, "I'm hiring reporters, not announcers."*

*There are two exceptions to this rule on CBS: Don Hollenbeck, a thoughtful writer, but primarily a reader, and Lowell Thomas. Thomas is an old-fashioned practitioner of the resonant vacuity. A featured newscaster, like Murrow, he works separately from the news organization itself. He broadcasts from home, rarely is seen at CBS, and in the eyes of many other CBS newsmen is "an entertainer." The other staff members are reporters or political specialists (such as Alexander Kendrick, Vienna correspondent, an expert on Soviet satellite affairs, or Howard K. Smith, European chief, who is one of the most thoughtful and serious political writers in the news profession). Some, like Eric Sevareid and Edward P. Morgan, are essayists of real distinction who write as entertainingly on the narcissistic delusions of journalism, or Central Park in the spring, as they do informatively on political affairs.

The independence of the news staff has brought few sponsors and occasional heavy weather. Lesueur says that in the last year particularly there has been pressure on CBS to drop analysts who have offended certain groups. Howard Smith has come in for criticism for his association with *The Nation*. Kendrick has been listed by *Counterattack*, the newsletter which reports the allegedly Communist or Communist-front associations of people in the radio and entertainment industries. As a whole, the CBS News staff can certainly be called "liberal" or "internationalist"; Murrow, who hired most of the correspondents, acknowledges that they are in general agreement on political affairs. He says that he made no effort to select people who shared his own views, and adds: "I think there is this much to be said. All of our correspondents have shared the same political education. We went through much the same experience during the war. We have all worked abroad. These things have influenced us in similar ways."

Doth
Pls
File
Ja

WHY ED MURROW NEVER GOT TO INTERVIEW FAROUK



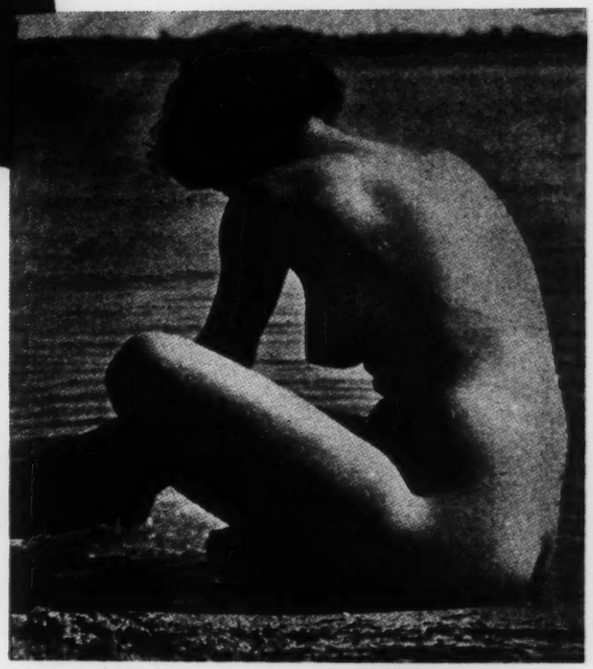
Things were set and ready to go. All final arrangements had been completed. Murrow and camera crew were just about to board the plane for Paris. Fat Freddy Farouk, former ruler of the Nile, had agreed to be interviewed on the subject of his latest project. In an attempt to win back public acclaim the rotund ruler had been advised to endow a college. Farouk had agreed on condition the school would be known as "Farouk University." Just as Murrow and crew started for the giant DC-7-B, a Western Union messenger came rushing out to the ace commentator with a telegram. Murrow opened it, turned pale and said—"the trip's off. It's from the fat boy himself. Listen to this: Farouk U. and the whole Columbia Broadcasting System (turn to page 10)

As Vice-President of the Ad Club, Robert Welch is famed for his easy-going, low pressure nature. In fact Welch himself might well have played the role of Alexander Throttlebottom, famed Vice-President in "Of Thee I Sing." So tranquil is he.

But there was a day when the story was a different one. It seems that one morning Welch learned that Winston Churchill was about to have a book published to be called "Blood, Sweat and Tears." Sparking to the occasion, Welch decided to phone Churchill at 10 Downing Street and offer him the opportunity to appear on the first floor of the May Co. and autograph copies of his book. All went fine until Churchill refused to fly to America. Suddenly, the usually placid Welch flew into an uncontrollable rage and replied to Churchill: "You can take your British Empire and (turn to page 10)

Churchill refused to fly to America.

WHY DON KELLETT TRIED TO DRAFT ANITA EKBERG



Peculiarly enough, Don Kellett rarely goes prospect hunting himself. Weeb Ewbank, Keith Molesworth, and even, on a number of occasions, Buddy Young's gone a-scouting. But recently, Don went off on a hush-hush scouting trip—and alone. Unfortunately, a friend of CORNFIDENTIAL happened to see what Don was scouting—and called us. Our reporter hastened to the scene and was told that Anita figured to stop more traffic than the defensive line we had this year. "Furthermore," said Don, unbuttoning his (continued on page 10)

WHAT JOHN CROZIER WON'T PUT IN THE PLUNDER BOX

The ad Club Plunder Box! What an opportunity! In the past, peddlers of all sorts of off-beat delights have tried to get their wares sampled that way—but their efforts have been stoutly resisted for years by doughty John Crozier. Just 2 weeks ago—when a large package arrived from Sumatra—labeled "For the Ad Club Plunder Box"—John was suspicious—and when the package was opened, the suspicions were confirmed. "While I'm in charge of the plunder box," thundered John, "there'll be no contra- (continued on page 10)

★ ★ ★ LATE

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER ®

4¢

Vol. 35. No. 245 Copr. 1954 News Syndicate Co. Inc. New York 17, N.Y., Wednesday, April 7, 1954★ 4¢ IN CITY LIMITS | 5¢ OUTSIDE CITY LIMITS

MURROW HELPS REDS: M'CARTHY

Gets Fast Reply From TV Foe

Stories on Page 2

(United Press Telefoto)

A Well-Covered Resignation. Samuel Sears, Boston attorney, puts hand over mouth as Senator Karl Mundt, speaking into a battery of microphones, announces in Washington that Sears has resigned as special counsel in the McCarthy-Army dispute. Sears' resignation was unanimously approved. He quit because of the fuss raised about his outspoken backing of Senator McCarthy in years past. —Story on page 2

Murrow Helps Reds, M'Carthy's TV Reply

By FLOYD BARGER

Senator Joseph R. McCarthy charged, by implication, last night that Communists in Government delayed for 18 critical months the U. S. development of the H-bomb, and said that "our nation may well die because of that deliberate delay." The Wisconsin Senator made the charge during a 25-minute prepared speech filmed for showing on Edward R. Murrow's CBS-TV program "See It Now." The speech was McCarthy's reply to Murrow's charge on the same show March 9 that the Senator's method of fighting Communism gave "aid and comfort" to the enemy.

McCarthy said that giving aid and comfort to the enemy was a treasonable charge. "If I am giving comfort to our enemies, I ought not be in the Senate," he said. "If on the other hand, Mr. Murrow is giving comfort to our enemies, he ought not be brought into the homes of millions of Americans by the Columbia Broadcasting System. This is the question, which can be resolved with very little difficulty."

(Associated Press Wirefoto)
Senator McCarthy as he appeared on TV answering Edward R. Murrow last night.

McCarthy then undertook to show that the Communists detested him and in their writings preferred Murrow.

McCarthy charged that "Murrow is a symbol, a leader and the cleverest of the jackal pack which is always found at the throats of anyone who dares expose individual Communists and traitors."

By use of maps and other props, McCarthy traced the rise of Communism and how it has swallowed up one third of the world.

Lying Propagandists."

"How much of this was achieved by traitors and Communist lying propagandists in our own government and other free governments?" he asked.

He charged that China was delivered into the hands of the Reds "by the jackal pack of lying propagandists—including the friends of Edward R. Murrow."

"If there had been no Communists in government," he went on, "why did we delay for 18 months—delay our research on the hydrogen bomb? Our intelligence agencies were reporting day after day

(Continued on page 6, col. 1)

Murrow in Quick Reply

By DAVID QUIRK

Answering Senator McCarthy's attack on him last night on the TV show, "See It Now," Edward R. Murrow labeled it a "typical tactic of attempting to tie up to Communism anyone who disagrees with him."

"I now join the distinguished list upon which already appear the Washington Post, the Milwaukee Journal, Time Magazine, Commonweal, the Christian Science Monitor and Gen. Marshall, among others," Murrow said in a statement issued as McCarthy's telecast started.

The TV commentator and CBS official said he took "no back seat" to the Senator or "anybody else" in "my dedication to this country and its aims and ideals." He added that he was as concerned as the Wisconsin Senator about Communist infiltration into the affairs of this country.

"Sets Me Apart."

"It is my devotion to the principles upon which this nation rests—justice, freedom and fairness—which sets me apart from Senator McCarthy," Murrow said.

Murrow listed the following specific points raised by McCarthy:

1.—The charge that Murrow, by his own admission, was a member of the IWW. Murrow said that charge was false, that he never was a member or sought membership.

2.—The charge that Prof. Harold Laski dedicated a book to the commentator. Murrow said that was true but pointed out that it did not mean, as McCarthy assertedly implied, that Murrow subscribed to Laski's views. Laski, now dead, was described by Murrow as a British Socialist and politician.

Murrow also pointed out that the dedication to him was for his broadcasts from England during the war years, for which Laski said "an immense debt" was owed to Murrow. The CBS telecaster concluded his answer to the second charge with "Laski was a friend of mine."

3. To McCarthy's charge that Owen Lattimore paid tribute to Murrow in his book, "Ordeal by Slander," Murrow said he never met Lattimore and that other reporters received the same tribute

(Continued on page 6, col. 4)

Joe-Murrow 126 to 2

In 45 minutes after Senator McCarthy appeared on TV last night, THE NEWS editorial switchboard received 126 calls—124 in favor of McCarthy and two against him. Many of those who favored the Senator said he "spoke for the country and CBS should take Edward Murrow off the air." One of the two against McCarthy said he "spoke with his usual baseless facts and innuendo."

Average net paid circulation for March exceeded

Daily.....2,025,000

Sunday..3,750,000

The Largest Daily and Sunday Circulation in America

(Associated Press Wirefoto)
Samuel P. Sears (right), who resigned as special counsel, gets handshake from Senator Karl Mundt in Washington.

Sears Quits in McCarthy Fuss

By JERRY GREENE
of THE NEWS Bureau

Washington, D. C., April 6.—Samuel Sears, Boston lawyer, quit today as special counsel for the Senate investigating committee in the McCarthy-Army row because of a fuss raised over his long-standing support of the Wisconsin Senator's red hunting.

His resignaton was promptly accepted by unanimous vote of the committee, which immediately renewed its plodding search for a qualified, unbiased counsel.

Senator Saltonstall

Sears had been given a unanimous okay when he was selected last week but the committee scheduled reconsideration when it developed that he had been an outspoken backer of McCarthy in years past.

It was learned that several Senators felt that Sears had been considerably less than frank with them when he was first interviewed and that his answers in a sharply critical session today were not satisfactory. Objection was raised to the manner in which friends of Sears promoted him for the job. One of them obtained the backing of Senator Leverett Saltonstall (R-Mass.)

Other Backers.

Senator Mike Monroney (D-Okla.) and Representative Laurence Curtis (R-Mass.) also were Sears supporters.

Senator Karl Mundt (R-S. D.), acting committee chairman, revealed that in the hunt for a counsel the Senators asked the Supreme Court to approve selection of a federal judge, and had intended to ask for the services of Circuit Judge Harold Medina of New York. But Chief Justice Earl Warren reported that the court was unanimous in its refusal to permit a judge to step down and take the post, feeling it would "establish a dangerous precedent."

The committee has checked 10 attorneys thus far, Mundt said, and now has a panel of more than a dozen, one of whom will be interviewed tomorrow.

It is a stipulation that the counsel chosen must not have applied for the job and it was felt that Sears had done this, indirectly. He denied this vigorously.

In his statement announcing his resignation, Sears said he "would not want the creditability of the proceedings to be handicapped from the very outset by any alleged word, deed or commitment that I might have uttered in the past. . . . It is most gratifying to me that the subcommittee has expressed the utmost confidence in me as a lawyer and my ability to act fairly and, what is most important, my integrity."

His statement was written during the committee's three and a half hour session this morning, while he had been excused from the room for a considerable period. He referred to "most" of the allegations about his public plugging for McCarthy as "without foundation."

(Other picture on page 1)

NEWS ON THE AIR

TELEVISION—WPIX—Channel 11

3:55 p. m.—News
4:55 p. m.—News
5:55 p. m.—News
7:00 p. m.—News
7:25 p. m.—Telepix News
8:55 p. m.—News
11:00 p. m.—Telepix Roundup

RADIO—WNEW—Dial 1130

"News Around the Clock"—at half past every hour.

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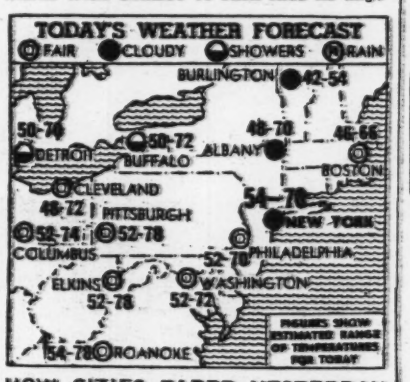
DAILY ALMANAC

WEDNESDAY, APRIL 7, 1954

(U. S. Weather Bureau Forecast)
(Eastern Standard Time)

Partly cloudy.

Warm, possible showers, probable temperature range, 54-70. Tomorrow, warm with chance of rain late in day.



HOW CITIES FARED YESTERDAY

Observations at Weather Bureau stations taken at 7:30 P. M., Tuesday.

Cities	Temperatures High	Low	Inches of Rain	Weather
	IN LAST 24 HOURS			
Albany	53	36	.07	Rain
Boston	57	40	—	Cloudy
Buffalo	76	61	.04	Clear
Chicago	74	56	.70	Clear
Cleveland	63	58	.05	Rain
Denver	79	43	—	Clear
El Paso	85	51	—	Clear
Fort Worth	90	69	—	Clear
Los Angeles	67	55	—	Clear
Memphis	85	68	—	Clear
Miami	81	68	.07	P.Cl'dy
Minneapolis	77	41	—	Cloudy
Montreal	44	32	.93	Rain
New Orleans	85	68	—	P.Cl'dy
Philadelphia	73	44	.11	Cloudy
Phoenix	83	51	—	Clear
San Francisco	61	49	.01	Clear
Seattle	48	37	.16	Cloudy
St. Louis	84	56	.34	Clear
Washington	79	41	Trace	Rain

TIME OF TIDES

(By U. S. Coast and Geodetic Survey)

	Sandy Hook A.M.	P.M.	Gov. Island A.M.	P.M.	Hell Gate A.M.	P.M.
High water	10:45	11:05	11:30	11:49	12:51	1:30
Low water	4:44	4:49	5:15	5:20	7:15	7:21

THE MOON

Apr. 3	Apr. 10	Apr. 18	Apr. 26
New	First Q	Full	Last Q

Sunrise 5:31 A. M.; sunset 6:26 P. M. Moon rises 8:06 A. M.; sets 11:56 P. M. Morning stars Mars, Saturn; evening stars Jupiter, Venus.

How Weatherman Did Yesterday
His forecast was:
Mostly cloudy, warmer, chance of showers, probable temperature range, 40-65.

TEMPERATURES IN NEW YORK

MAXIMUM, 10:00 P. M. 65
MINIMUM, 4:00 A. M. 42
Highest this date, 76.3 in 1947
Lowest this date, 22.8 in 1943

4 a. m.	42	11 a. m.	48	6 p. m.	55
5 a. m.	42	Noon	48	7 p. m.	55
6 a. m.	42	1 p. m.	50	8 p. m.	58
7 a. m.	43	2 p. m.	52	9 p. m.	62
8 a. m.	44	3 p. m.	55	10 p. m.	65
9 a. m.	44	4 p. m.	57	11 p. m.	60
10 a. m.	46	5 p. m.	55	Midnight	59

HUMIDITY, 97% at 8:00 A. M.; 60% at 10:00 P. M.

For twenty-four hours ended at 7:00 P. M. April 6:

Mean temperature, 49; normal, 47; average below normal since April 1, 6.6 degrees.

Precipitation, .01 inch.; total since Jan. 1, 6.49 inches; below normal, 4.32 inches. Total since April 1, .07 inch.; below normal, .59 inch.

1954 April 1954

Sun	Mon	Tue	Wed	Thu	Fri	Sat
4	5	6	7	8	9	10
PALM SUNDAY					INCOME TAX	GOOD FRIDAY 17
12	13	14				
EASTER SUNDAY PASSOVER						
19	20	21	22	23	24	

Entered as 2d class matter, P
New York, N. Y.

Mr. Murrow's Broadcast

MR. EDWARD MURROW, one of America's best broadcasters, whose voice was familiar to millions during the war, is to break a long radio silence to explain the tense United States domestic situation to British listeners. A former war correspondent, he is now a vice-president of the Columbia Broadcasting System.

His American commentary will be in the Home Service on Thursday. He is an extremely busy man. That he is finding time for this broadcast is a measure of its importance.

Mr. Murrow's colleagues sometimes call him "the Englishman" because of his London-cut clothes and some of his English habits. A cherished possession is the B.B.C. microphone which he used during the war. It was formally presented to him and stands in his Madison-avenue office.

The Daily
Telegraph,

June 30, 1947.

Advance

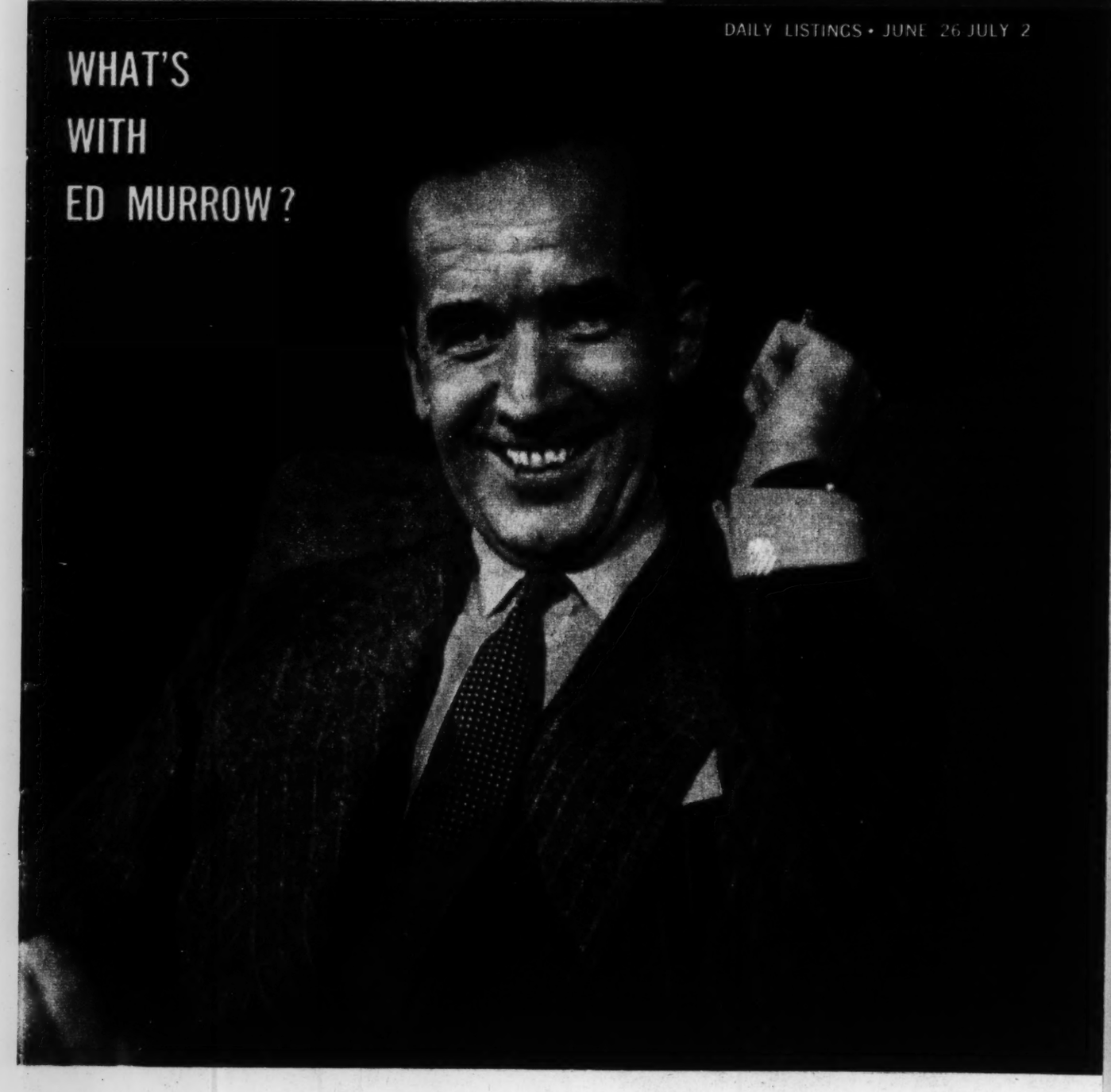
The Dallas Morning News

WEEKLY tv MAGAZINE

tv CHANNELS

DAILY LISTINGS • JUNE 26 JULY 2

WHAT'S WITH ED MURROW?



METHOD ACTING ON TV

THE MAN BEHIND ELVIS

What's with Ed Murrow?

CHINA DIG? On the 8 month tour of Europe and Asia Murrow may have made an unannounced stopover.

Edward R. Murrow is temporarily grounded in New York after 10 months of what only the indefatigable CBS-TV newsman, himself, could call "a vacation."

From August to May, usually accompanied by alert critics, his wife Janet and son Casey, 14, Murrow toured, lectured, made a movie and broadcast for radio and television. He visited Scandinavia, Britain, France, Switzerland, Italy, Israel, India, Thailand, Japan, Hong Kong and Hawaii. Finally landed on the Pacific coast for a visit with his mother in Bellingham, Wash., Murrow said: "I am eager to get to work."

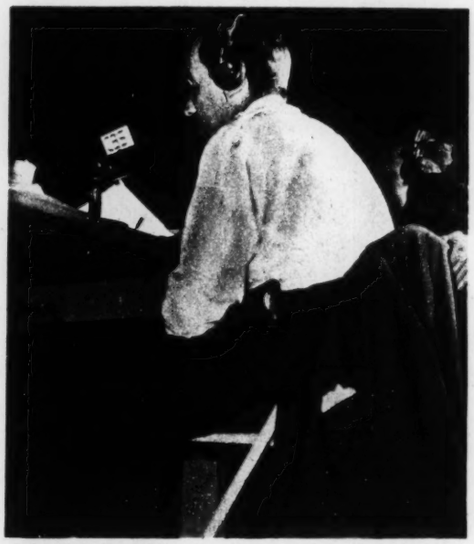
Whereupon, though officially still on leave from CBS till July 1, Murrow travelled to San Francisco to participate on *Small World,* then flew to Georgia to gather information on "Integration in the South" for *CBS Reports.* At home at last in New York he was preparing for a new 25-minute news series, *Battleground,* which he'll begin Sunday, July 3, on CBS radio. And then he returns to San Francisco to report on the Democratic convention.

Sun tanned and healthier than a year ago when he was plagued by an Egyptian germ, Murrow was returned more concerned than ever with "the perilous present." Freely, Murrow briefly discussed many topics with interviewers including observations on American politics and public opinion in Western Europe, India and Japan.

But he left unanswered a big question: *Did Murrow make an unannounced stopover in communist China?*

Speculation that the far-famed reporter, analyst and commentator smuggled into forbidden territory from either Hong Kong or India is not based on wild conjecture. First is the fact of Murrow's public quarrel with the ban placed by the late John Foster Dulles on the posting of American journalists in red China. Second, *TV Channels* learned from an informed source that Chou En-lai, red China's premier, had been in contact with Murrow in the Spring. Third, and most convincing, is an elusive response elicited from Murrow's TV partner, Fred W. Friendly. During the period when Murrow was reportedly in Hong Kong, Friendly was asked whether Murrow had gone or was going into Mao country. A forthright man not

ENGLAND. Murrow was first shipped to Britain by CBS for cultural exchange in '37.



CONVENTION. Next stop after the start of his radio news program is San Francisco.

given to bluffing and a normally cooperative respondent, Friendly replied evasively: "No comment."

While in the Orient Murrow certainly at least considered testing the State Department's "fiat" which *Look Magazine*, for one, disregarded by sending a reporter-photographer team to China, but a ruling which, so far, American broadcasters have obeyed. If Murrow did not cross the border it's a fair assumption that he stirred hornets in Secretary Christian Herter's nest in the hope of getting the restrictions lifted for other correspondents. If Murrow did indeed visit communist China the fact will have been recorded for a not-distant *CBS Report* on Asia.

A journey to China by Murrow would not have been undertaken as an act of bravado or to obtain a news beat. With honorary degrees, citations and awards enough to wallpaper Buckingham Palace, his deeds attest Murrow isn't covetous of mere scoops. The trip would have been impelled by his repeated conviction that American survival depends on an informed public.

In a now prophetic speech to Radio and Television News Directors in 1958, Murrow asked: "Can it be that this national industry is content to serve the public interest only with the trickle of news that comes out of Hong Kong? I have no illusions about difficulties of reporting from a dictatorship, but our British and French Allies have been better served—in their public interest—with some very useful information from their reporters in communist China."

It was in this address that Murrow predicted broadcasting was dropping into disfavor, a fact since reinforced by the revelation of quiz and payola scandals. "I am entirely persuaded that the American public is more reasonable, restrained and more mature than most of our industry's program planners believe," he stated. Seeking expansion of news and information programs, he urged that prime time be set aside for them. He suggested stations take editorial stands and he also proposed a series to examine the daily press. Just prior to Murrow's arrival back in this country, his own network moved to accept all of Murrow's proposals and the other networks announced they would devote more and better time to news and information shows.

Some, taking note of the flare-up between Murrow and president of CBS Inc., Dr. Frank Stanton, in the past year, suggest that at CBS the actions in progress were made as concessions to insure Murrow's return to the network. But, except for occasional relapses, among them the dropping of *See It Now*, CBS has been a leader in public affairs programming. It's worth observing that *CBS Reports*, the descendent of S.I.N., will not go off the air this summer and will have an expanded lineup of 20 shows next season. Whatever the cause—scandal, Murrow or a revitalized corporate social conscience—Murrow returns to a full work load.

Murrow might retire with all the glory and money any man could want. Earnings from broadcasting, income from *Hear It Now* recordings and from books and the syndicated column, *This I Believe*, have long since put him in the 91% bracket. The sale of *Person to Person*, in which he shared with producers Jesse Zousmer and John Aaron, reportedly totalled seven figures.

What drives Murrow on? A strange combination of foreboding and faith. *(Continued on page 14)*

CRITIC. Murrow's "best friend", his son Casey, 14, is a trained observer and a keen critic of his dad.

Ed Murrow

(Continued from page 7)

"History," he says, "is what we will make of it. This nation is now in competition with the malignant forces of evil who are using every instrument at their command to empty the minds of their subjects, and fill those minds with slogans, determination, and faith in the future. If we go on as we are, we are protecting the mind of the American public from any real contact with the menacing world that squeezes in upon us. . . . If people are given sufficient undiluted information they will then . . . after long sober second thoughts, reach the right decision. . . . I do believe passionately in the capacity of this country to do the right thing."

Murrow has set himself the task of aiding in the spread of information. He may yet retire from commercial broadcasting to become a public information specialist for the Navy. He applied for a commission and was rejected till it was discovered he had been given a physical intended for seventeen-year-olds. In Rome, Murrow took—and presumably passed—an examination for older men. Murrow was 52 in April.

The urge to know and to hand on that information keeps Murrow active. It also interferes with family holidays. Since he eye-witnessed the Anschluss in 1938 and became a news broadcaster by circumstance, Murrow seldom has had an uninterrupted vacation. Nearly 20 years ago he made a promise to take Mrs. Murrow to the home of her Viking ancestors and many times in recent years he had promised himself a year in which he would "receive" instead of "transmit."

Last summer, when *See It Now* was dropped and Casey was graduated from grammar school, Murrow decided the time had come for promises. Loading their Thunderbird aboard the Gripsholm, the Murrows sailed to Sweden in August. The tour was just begun when Murrow was called to add a tailpiece to the TV show, "Biography of a Missile." This done, he resumed touring, but in Copenhagen Murrow left wife and son to fly to Teheran to interview the Shah for another *CBS Reports*. Used to lurches, Mrs. Murrow flew from Denmark to Switzerland, where Casey was put in school for months. She planed back to Copenhagen to ferry the black convertible T-bird to England. By the time Mrs. Murrow joined her husband in London he was at work preparing for broadcasts on the British elections. He also was doing narration for the movie, *Sink the Bismarck;* preparing to resume with *Small World*, and polishing up a lecture on "Television and Politics."

Murrow was never in better form than in his speech to the British Association for the Advancement of Science. He opined: "Politicians ought to leave TV alone, but never at any time should TV leave the politician alone. . . . Part of television's duty is to define, illuminate and illustrate the nature of the conflict—to supply the viewer with the raw material upon which informed opinion may be based."

Except for notable exceptions, like the program on the late Senator McCarthy, to whom he offered rebuttal time, Murrow seldom injects opinion in broadcasts. He is generally credited with letting facts speak. He reserves his personal viewpoints for his colleagues, occasional lectures and instruction of his son. But even with Casey he prefers show to talk.

In December, Murrow remembered he had a dream to fulfill and that his son was part of the dream. With Mrs. Murrow, he resumed the holiday with a drive through France. He detoured once to broadcast on a French hookup and drove on to Switzerland. Christmas was spent with Casey in St. Moritz instead of with soldiers in Korea as in the past three years. The three Murrows went by car to Lausanne, Naples, Florence and Rome, where they took a plane to Tel Aviv. To do a show for *Small World*, Murrow flew back to Rome and then returned to Israel to complete a job for *CBS Reports*. From there the journey continued to the Far East.

Along the way Casey was being primed. An intelligent as well as a lively athletic youngster, he takes readily to lessons. Mrs. Murrow, who is almost as good a reporter as her husband, spelled for Ed in his absence. Both of Casey's parents have succeeded in stimulating his curiosity to be aware of what is going on in the world. As a result, he, like his mother, has become a keen critic of his father's broadcasts. Back at CBS there is a belief that Murrow puts on a better program when he's playing to Casey.

Murrow's mission for Casey: "To illuminate, not to agitate." His mission to Asia, the same.

■ Channel Checks

(Continued from page 2)

Carol-ing time comes up for Phil Silvers June 30. Dancer-choreographer Carol Haney and Broadway's singing star Carol Lawrence of "West Side Story" will assist in Silvers' musical comedy special, "Summer in New York," on CBS-TV. Stripped of khaki, but still a "Sergeant Bilko" in his thieving heart, Silvers will portray a Manhattan bachelor on the prowl for the city's summer attractions.

"Moment of Fear," another chiller, debuts July 1 on NBC-TV. If the summer replacements are a preview of the autumn schedule suspense will replace the horse yet. This new show of thrills will be presented "live" and will be produced by Robert Stevens, director for "Alfred Hitchcock Presents." Same night, same network "Journey To Understanding" will take a Far Eastern tour.

MARTIN HARRIS

"This—is the news." Ed Murrow eyes the clock, saving time for Dick Hottelot, a guest, while Announcer Dixon (right) awaits his cue.

Price W.

Murrow Sticks to the News

By WESLEY PRICE

He peddles no gossip, repeats no rumors, exhorts no listener to write his congressman. Yet Ed Murrow has built a huge national audience for his fair-minded radio reporting.

THERE was a time during the war when Edward R. Murrow, the radio newscaster, suspected that his nerves were flapping. He couldn't ring up a doctor or even tell it to the chaplain, because he was aboard a bomber raiding Europe. But he had this queer symptom; cruising at the frostbite level, he felt hotter than a firecracker. The impression was so vivid that he actually sweated.

Another sign of the whimwhams, as he saw it, was his failure to make a radio transmitter transmit. This was a special rig, installed in a B-17 so Murrow could broadcast a story of flak, fighters and bombs-away. He knew how to use the box. Still, no matter how he twiddled the controls, he couldn't put himself on the air. All the way to the target he twiddled, and half the way back, until he was persuaded that his wits had scattered. And he had this notion that he was hot. The longer he flew, the hotter he felt. When the bomber landed, Murrow was steaming like a yard locomotive, and ready to go quietly with the man in the white coat.

First to reach him was a radio engineer, who discovered a simple mistake. The transmitter had never been plugged in. There was a plug in the power socket, but it had been shunting current to the wrong place. All the voltage which should have flung Murrow's voice over land and sea had been sizzling through the heating wires of his flying suit. So he skipped the nursing home and prescribed himself a cold tub.

Disconnected and cooled to room temperature, Murrow resolved to try again. On another bomb run he talked to London loud and clear, and was relayed to the Columbia Broadcasting System in the United States. Altogether, he thumbed rides with the British or American air crews on twenty-five combat missions. His war, in great part, was an eyewitness war: Austrian *Anschluss* back in '38, the blitzing of London, battles and victory in North Africa and Europe. Bomb explosions destroyed three of his London offices and damaged a fourth. He lingered in postwar rubble to report Great Britain's tumble into socialism.

Home at last in 1946, he felt like a stranger. He had been abroad nine years. It took a 20,000-mile tour of the U. S. A. to ease his nostalgia. Microphones awaited him, but he chose silence and a job as vice-president of the Columbia Broadcasting System. He did all right until he recognized the businessman's version of stone walls and iron bars.

"It's the big desk with the telephones," he says, "the IN basket and the OUT basket. Conferences, memos, budgets and firing people. Who am I to be firing people—the Almighty himself?"

After eighteen months of good behavior he got himself paroled to the custody of a sponsor, Campbell's Soup, and found his voice again. Five nights a week, Monday through Friday, he broadcasts news over the CBS network. The sponsor gets two and a half minutes to inflame listeners with a passion for brand-name foodstuffs. That leaves Murrow twelve minutes.

In this narrow space he packs ten, even twenty stories—what radiomen call the "hard" news—plus an interview, a tape recording, or an expansive think-piece. Current history, capsuled by Murrow and broadcast by 153 stations, wins up to 14 per cent of the national radio audience. Hot or cold, he averages more than 5,000,000 receivers tuned in whenever he goes on the air.

Murrow is an actor who cannily underplays his role, and an intellectual who hides his Phi Beta Kappa key. He once declined the offer of a college presidency, being then twenty-six years old. He has six degrees—two earned and four honorary—and there are enough full professors among his chosen friends to staff a university. His logic can be disconcerting. Some radio talkers, for example, dare not think of the millions listening, lest they be stricken dumb. So they pretend to themselves that they are chatting with Aunt Susan, a dear old party from Nutley, New Jersey. Murrow will have none of this shilly-shallying. "I talk to the microphone," he says. It comes out thawed, but not cozy.

Murrow enjoys Harry Wade's description of the perfect radio voice: one which has "no substance, no sex, no owner, and a message of importance to every housewife." His own voice *(Continued on Page 152)*

A Christmas he'll never forget . . . remember him with

Evans Slippers

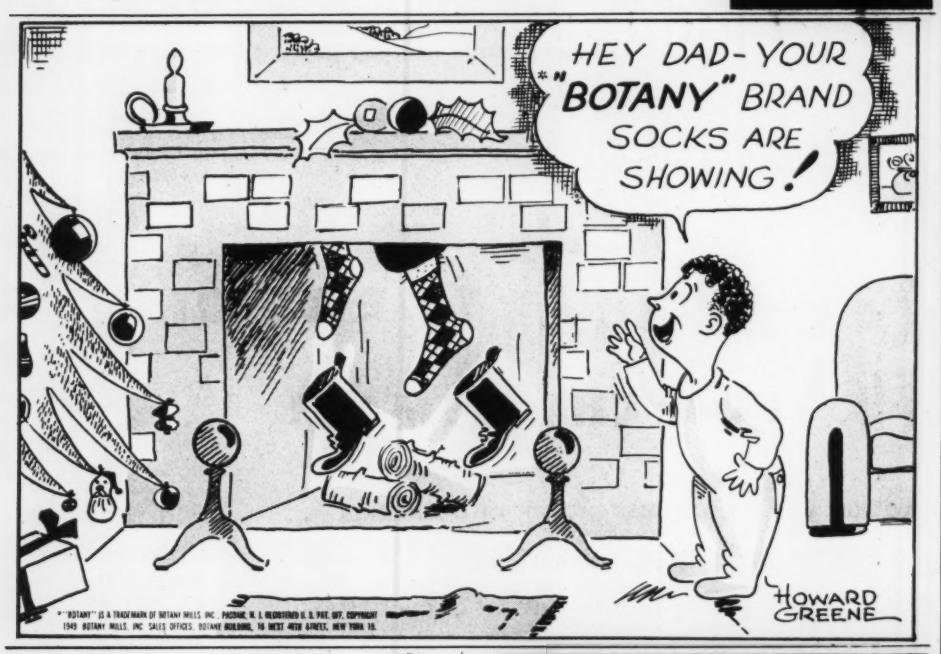
HAND TURNED

Comfort to crow about . . . good wearability that goes on and on . . . always perfect fit . . . Evans Slippers are the greatest gift in the world for a man.

L. B. EVANS' SON COMPANY, *Wakefield, Massachusetts*

Your guide to the best in Men's Slippers

EVANS 100 YEARS STANDARD



"I'm hungry for SPRATT'S"

Lagging doggie appetites perk up when you serve SPRATT'S FIBO, the granulated dog food. FIBO has a flavor that's tempting by itself and mixes well with broth or vegetables.

Serve SPRATT'S FIBO regularly as a welcome change in *your* dog's diet.

Your Dealer Has SPRATT'S ASSORTED DOG BISCUITS, Too!

SPRATT'S

SPRATT'S PATENT (AM.), LTD.
18 Congress St., Newark 5, N. J.

For Christmas . . . Give Him a *Big Beam*

Model No. 211
PORTABLE ELECTRIC HAND LAMP
Less Batteries
$12.50

Powerful Light
ANYWHERE – ANY TIME

1500-Foot Beam-Spread Light Control, Hundreds of Sports, Utility or Emergency Uses—Here's the most powerful hand lamp of its size . . . It's dependable; everyone's talking about it . . . indispensable for Farmers, Home Owners, Motorists, ideal for Yachting, Hunting, Fishing, and all outdoor uses. Daylight visibility when needed. *Also* . . . other dry cell and storage battery models for police and fire departments, marine, railroad, airport and other industrial uses. Accessories—hold-down bracket for rigid fastening in auto trunks, to prows of boats, etc. *Available Through Better Dealers—or Write for Complete Information. Other Dealers Invited.*

U-C LITE MANUFACTURING CO.
1048 W. Hubbard St., Chicago 22, Ill.

MURROW STICKS TO THE NEWS

(Continued from Page 25)

is a coppery baritone charged with authority. When he mispronounces a foreign place name, he does it with crushing aplomb. Moscow may rhyme with "toss low" in the dictionary, but he prefers to say Mos*cow* as in Guernsey. It's more comfortable that way. His beveled accent is all-American. Dr. Cabell Greet, the famed detector of regional inflections, says he can't place Murrow at all. "He might come from anywhere. Sounds like a bishop to me—or rather, the way a bishop ought to sound."

This is a shrewd hit. Not only can Murrow read out a grocery list in organ tones worthy of noble Genesis; he is at heart a moralist, troubled by the series of dull thuds which pass for civilization nowadays. Still, he won't preach, because he has vowed to be an objective newsman. In his anxiety to avoid bias, he sometimes reports 2 + 2 without giving the sum, and so leaves dullards groping for conclusions. He will conduct his audience, if need be, to that lost horizon where fact meets comment in a cloud of high-order abstractions. But he takes care to erect a guard rail. "This," he warns, "is one man's opinion."

Murrow joined CBS in 1935 for the same reasons a Salvation Army lass enters a saloon: to do good works and jingle up some money. He had been a low-paid promoter of educational projects. Now he gets $112,000 a year for broadcasting, plus royalties from his best-selling album, I Can Hear it Now. This is a forty-five-minute parade of historic radio news reports and famous voices—Roosevelt, Churchill, Stalin, Hitler and others—with running comment by Murrow.

In the good-works department, Murrow's labors are never done. The public-service programs of CBS might be less elevated in tone if Murrow had not been an adviser. He now cerebrates as a member of the network's board of directors.

Other CBS brass hats were favored recently with a sort of White Paper written by Murrow on the awful possibilities of television newscasting. In TV's infancy, much can be excused. But what if TV news grew up with an imbecilic squint? Murrow feels that TV newscasting wants a combination reporter-producer-broadcaster. He envisions this superman furnished with John Kieran's memory, Quincy Howe's wit, Walter Lippmann's profundity and Bob Trout's genius for nonstop ad-libbing. Also, he says, superman should be a quick study, a glossy conversationalist and an expert at recognizing famous faces. "No introverts need apply," Murrow adds.

What he dreads is that TV's counterpart of the radio newscaster might be a reckless deceiver of the news-viewing public. "Is it not possible," he asked CBS, "that an unruly head of hair, an infectious smile, eyes that seem remarkable for the depths of their sincerity, a cultivated air of authority, may attract huge television audiences regardless of the violence that may be done to truth or objectivity?"

Murrow's portrait of the knave of the future is an unconscious cartoon of himself. The disarming smile, the forthright glance, the trust-inspiring manner—all are his. No other reporter looks so much like the foreign correspondent of Graustarkian fiction, inevitably tall, lean and dark-haired. Nature has blessed him with a man-of-action chin and a scholar's brow. He is ambidextrous, a crack shot and, as habitués of press camps know to their sorrow, a deadly poker player.

Murrow springs from Irish, French, English and German forebears who colonized the pre-Revolutionary South. His mother's everyday speech was salted with words uncommonly heard since the reign of Queen Bess, and she sang ballads the English have forgotten they wrote. Edward Roscoe Murrow, youngest of three boys, was born in 1908 near Greensboro, North Carolina. The family moved to the Puget Sound region of Washington when he was six. His father, Roscoe C. Murrow, had been a farmer. In the West he became a locomotive engineer.

Young Ed took summer jobs and saved money for college. He postponed matriculation at Washington State College for a year to work in timberlands on the Olympic Peninsula. There he rose from whistle punk on a donkey engine to compass man on a survey gang. He can still pace out a section within 200 feet. It didn't do to tell the buckers and fallers that he was aiming at college. So he said he was "going south to work," and carried an I.W.W.

"What's the matter, Honey? You seem cool and indifferent tonight."

THE SATURDAY EVENING POST

card for protective coloration. The forest gave him summer employment until he was graduated.

A job as president of the National Student Federation took him to New York. The office was in a basement and the pay only twenty-five dollars a week. Fun, though; he ran student tours abroad—once he worked his way on a Dutch liner—brought Oxford debaters to the United States, and visited 300 American colleges. He made speeches everywhere. But two years of this was enough; he didn't want to wind up as a forty-year-old youth leader.

In 1932 he joined the Institute of International Education as assistant director and a couple of years later married Janet Huntington Brewster, a New England girl. He had jurisdiction over five European capitals. The big effort was to exchange students and teachers between American and foreign universities. After a while he found himself throwing life lines to scholars trapped in the rising tide of Fascism. Hitler had declared war on free thought.

A committee of Americans formed up—liberals, educators, a few rich men—to rescue endangered professors. Murrow compiled lists of savants, helped to raise money and queried United States colleges about placements. "Just donkey's work for the committee," he says. But he is proud of that work; the committee brought 288 professors to safety in the United States.

When CBS wanted someone to direct a new department called Talks and Education, Murrow was an obvious choice. He was hired in 1935 as an arranger of programs, not as a broadcaster. As late as 1937, when he became European director for CBS, his post was off stage, and his voice the voice of an interlocutor. The home office wanted European culture: the Vatican choir, nightingales in a Surrey wood, Bernard Shaw "if you can get him." Murrow knew, CBS knew, that war was at hand. But they hadn't figured out what to do about it.

Based in London, the "European director" was CBS's entire foreign staff. NBC had Fred Bate in England, and Bate had a man on the continent, Max Jordan. They made tough competition. Murrow decided he had to have a man on the continent too. The first of many he hired was William L. Shirer, then a little-known newspaperman. Like Murrow, he was supposed to arrange programs. The role of radio correspondent hadn't been invented in 1937. If a hot story broke, it was customary to drag a big name to the microphone—a cabinet member, say, or a distinguished journalist—and let him pontificate. With what authority could mere radiomen speak? Murrow was beneath the notice of the august Association of American Correspondents in London. (Years later he was elected president.)

The revolution in news technique was started by Shirer and Murrow when Hitler invaded Austria in March, 1938. Shirer was in Vienna, an eyewitness to *Anschluss*, and aching to report the story. But New York seemed more interested in a chorus of Austrian school children. Culture they needed.

Shirer telephoned Murrow, who was in Warsaw drumming up a program of Polish music, "The opposing team has just crossed the goal line."

"Are you sure?"

"I'm paid to be sure," said Shirer.

Censorship forbade Shirer to broadcast from Austria. At Murrow's suggestion, he flew to London, and from there broadcast his I-was-there story to the States. It was a tremendous exclusive. Meantime Vienna was uncovered. Murrow flew to Berlin, but couldn't connect for Vienna. Airline flights to Austria had been canceled. The only plane available for charter was a twenty-seven-seat Lufthansa transport; price $1000. Murrow paid and flew to Vienna in lonely splendor. The airport swarmed with Nazi guards. No taxicabs were running to the captured city. Murrow rode a streetcar The censors let him broadcast that night, and the story of Austria's surrender kept him on the air for ten days He had America by the ears.

Anschluss transfigured Murrow and Shirer into true radio correspondents, the first of a new breed. They knew where to find short-wave transmitters all over Europe. They could get on the air before newspapers could edit cable dispatches. They broke away from the tortuous phrasing of daily journalism and spoke plainly. Since they had no newsstand sales to make headlines for, they didn't have to exaggerate stories. "Keep it calm," Murrow told his men. "If there isn't any news, just say so."

CBS frowned on hyperthyroid reporting. Early in the war Tom Grandin was broadcasting from Paris. The wail of air-raid sirens leaked into his studio. Next day Grandin had a rebuke from CBS in New York for sensationalizing the news.

The rules softened later. Murrow, reporting the Battle of Britain in 1940, carried microphones to the bombed streets. He sent us sounds more terrible than sirens—ominous drippings from stricken buildings and the nervous clop-clop of feet hurrying toward shelters.

"This . . . is London," he would begin. The words, the pregnant pause, took listeners by their throats. This is London and a last-ditch fight. "The English die with great dignity," he said.

A woman wrote a letter of complaint to CBS: "I am not one of the many who believe that your chief European correspondent, Edward R. Murrow, takes money from the English. I think it is much worse than that—I think he *likes* them!"

Murrow covered the blitz in style. Shell fragments called for a steel-top auto, but he drove an open car with a canvas deck snapped over all but the driver's seat, leaving him sticking out like an Eskimo in a kayak. He wore the correct costume for a man-about-town-being-bombed—pudding-basin helmet, gray-flannel trousers and a sport coat made up by a Savile Row tailor in a hound's-tooth check. He and Larry Lesueur, another CBS newscaster, dined nightly in a Soho restaurant that was cursed with a vast skylight. They sat directly under this glassy menace, shunned like lepers. The raid sirens followed coffee.

By good luck, Murrow's flat was never hit. He lived with his wife Janet, who managed the London end of Bundles for Britain, not far from the BBC studios. BBC was a prime target, and the bombs that missed BBC seemed to favor CBS offices nearby. They were bombed out of Langham Place, Portland Place and Duchess Street. Murrow saw the Duchess Street strike while watching the raid from his own roof. He ran to the scene, and found his secretary, Katherine Campbell, miraculously alive. Plaster dust had stiffened her hair-do into a fright wig. Mur-

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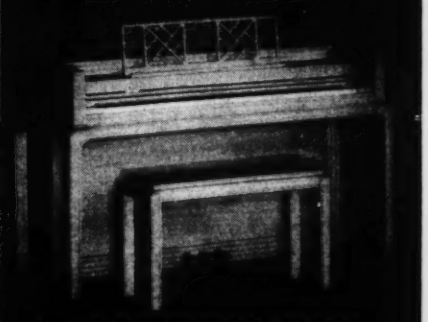

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row says he found her blown under a rug, but her own recollection differs.

"I was merely blown through an open doorway," she says. "The bombings grew very tiresome. One had to search the debris for petty cash, and clean the typewriters, and hunt up new quarters. We were getting known, and people didn't want to take us in."

The fourth office, on Hallam Street, was also near the BBC. Five days after they moved in, a bomb smashed a synagogue across the street and crashed CBS's windows.

Janet Murrow visited the United States in the spring of 1941 to spur the flow of Bundles for Britain. Ed followed in late November for a short stay. CBS threw him a testimonial banquet with 1000 guests, speeches by bigwigs, and messages of praise from Roosevelt, Hull and Halifax. It was the consensus that Murrow's reports from London had done most to make England's plight clear. The Roosevelts sent word that the Murrows must take family dinner at the White House.

The date set for the dinner was Sunday, December 7, 1941. Murrow spent the earlier part of that day playing golf at Burning Tree with Washington notables. A messenger found them on the fairways. Flash: the Japanese had bombed Pearl Harbor. Who said so? The Reuters news agency.

"Very unreliable," sniffed Murrow.

He visited the CBS studio for confirmation, and stayed to broadcast. Later he telephoned Missy LeHand at the White House to say that, under the circumstances, he expected the dinner was canceled. But it wasn't. The Murrows were to come.

The President was not at table. Mrs. Roosevelt dined with the Murrows, and chatted, and every so often left the room. Each time she brought back the same message: "Mr. Murrow is to wait."

Janet left at 10:30 P. M., and Ed went to sit on a bench outside the Oval Room. Secretary Hull emerged from the sanctum, spoke to Murrow and hurried off.

Harry Hopkins came out and asked, "What the hell are you doing here?"

"He told me to wait."

"If he said wait, you better wait."

Hopkins and Murrow had seen a lot of each other in London, and Hopkins had been catching those overseas broadcasts. They went to his room, where they were joined by Jesse Jones. While they talked, Hopkins undressed and put on striped pajamas.

"His body was frail," Murrow recalls, "and he looked like a death's-head. He groaned, 'Oh, God, if I only had more strength.'"

Murrow went out to sit on the bench again. Sometime after midnight he was told to go in to the President. Roosevelt had done everything that could be done in one day. Now he was relaxing with sandwiches and a bottle of beer.

First he fired questions about England, Churchill, the bombings. Then: "Were you surprised by what happened today?"

"Yes, Mister President."

Roosevelt slapped his desk. "Maybe you think we weren't surprised!"

He offered Murrow beer and a sandwich, and told him about ships that had been sunk at Pearl, and airplanes destroyed on the ground. "On the ground," he repeated, banging a fist on his desk. The idea seemed to hurt him. Wild Bill Donovan came in, and the talk veered to the Philippines.

When Murrow left, he had the makings of a monumental news beat, which, in honor, he couldn't use. A few in the White House press room knew he'd been with the President, but the only question was a cautious "How is it?" from Eric Sevareid, who stood watch for CBS.

"Pretty bad," said Murrow, swallowing the story of the year.

A short lecture tour made him a barrel of money which he handed over to British War Relief and Air Force Comforts. Then it was London again, and the endless air raids. The RAF took five newsmen on a Berlin strike; only Murrow and one other got back. He found his long-sought nightingale in Anzio, and put its sweetness on short wave. In 1944 he was chosen to give the official flash, on all networks, that D Day had come. His text, assigned him by SHAEF, was General Eisenhower's Order of the Day: "Soldiers, sailors and airmen of the Allied Expeditionary Force: You are about to embark upon a great crusade ——" At the end, a year or so later, Murrow walked into the horrors of Buchenwald with a liberating spearhead, and found an old friend, Dr. Petr Zenkl, one-time lord mayor of Prague.

Having seen so much, Murrow regrets that he hasn't seen more. He has encountered Churchill, wept with the late Jan Masaryk, and been snubbed by Senator Taft. But Asia and its political leaders are unknown to him, and there was a Pacific war which he missed entirely. There aren't enough big stories in a lifetime to satisfy him. If Murrow had a Time Machine, he would take off at once to watch Columbus discover America. He admired Goodman Ace for dreaming up a show in which CBS covered, as spot news, re-enactments of the Battle of Waterloo, Lincoln's martyrdom and the siege of Troy.

When World War II was ended he made a painful discovery. "It is much easier to report a battle or a bombing raid," he said, "than it is to do an honest and intelligible job on the Marshall Plan, the Taft-Hartley Law or the Atlantic Pact." Objective reporting? "I am a reactionary, a Socialist, anti-Wallace, anti-Truman and anti-Republican; too radical, too conservative, too serious and too frivolous. And I have letters from my listeners to prove it."

The Murrows serve on a lot of nonpolitical committees linked with education. Mrs. Murrow is a trustee of Mount Holyoke College, her alma mater, and the deft manager of two homes. Failing to find an apartment when they returned from London, they bought a house in Manhattan much too large for their needs. For vacations and week ends they have a handsome cedar-log layout in deep Republican territory near Pawling, New York. Come partisans, says Murrow, and he'll loophole the walls and defend the place.

They were childless for years, and were arranging to adopt an entire family of English orphans, when, lo, Charles Casey was born. He has spoken on two Christmas broadcasts with his father, and expects to give us his childish blessing every year. Good clear voice, but no contract so far.

Murrow has an amiable understanding with his sponsor, Campbell's Soup. They keep hands off his scripts, and he doesn't meddle with their recipe for cream of tomato. He planted in his contract a bit of CBS policy on news programs, and quoted from it on his first sponsored broadcast. The essence of it was that Murrow bound himself to separate fact from opinion, and refrain from telling people how to think. He abhors gossip, rumor, divorce-court tattling and write-your-congressman appeals. The screeching note of omniscience doesn't suit him. He has no ambition to "get" anybody. In consequence, he lacks two distinctions: he has never been called a liar by a President of the United States, nor been accused of hounding a Cabinet officer to his death.

So far, Murrow has collected fourteen prizes, awards, medals, citations and pieces of engraved hardware in recognition of meritorious reporting. Last spring he was given his second Peabody Award, radio's equivalent of the Pulitzer Prize. In his acceptance speech he remarked that the microphone alarmed him. Here, he said, was a gadget which could make a man believe that his wisdom increased in direct proportion to the magnified range of his voice. "I confess to a fear of abusing a monopolized opportunity," he said.

The sponsor gets Murrow in a package deal which includes CBS newsgathering resources here and abroad. He makes lavish use of transoceanic telephones, and keeps a staff of five people busy. One of his secretaries is Katherine ("Bombs are so tiresome") Campbell, brought here from London. His chief editor is silver-haired Jesse Zousmer, a wizard at smelting nuggets of hard news from tons of agency copy. Background research is handled by John Aaron, a round-eyed hustler.

One of Aaron's chores is the replenishment of a collection of old saws and wise sayings. They may be taken from Abraham Lincoln, Billy Rose or the philosophers of ancient Greece; just so they fit the day's news somehow. Murrow uses these quotations to give the tail of each broadcast a neat curl. Thereafter they stick in his mind and creep into his conversation, so it's hard to tell where Murrow leaves off and Mark Twain begins.

Zousmer writes much of the hard news himself, subject to Murrow's blue pencil. At Murrow's usual reading pace, 13 lines equal one minute. Room must be left for the larger part, which Murrow writes himself. It's known around the shop as "Ed's piece" or "Whatta you gonna talk about?" Sometimes he can't be sure until an hour or two before the deadline. Then he dictates to Miss Campbell or beats a typewriter. He can't bear to commit himself to a word until he has thought out an entire sentence.

He finishes with thirty minutes to spare. Aaron drops in with a hot one from Mark Twain: "The difference between the right word and the almost right word is the difference between lightning and a lightning bug." Okay, Ed? Kay Campbell counts lines in the final script, allowing for Murrow's perverse tendency to speed up in spots.

Fifteen minutes to go. The CBS newsroom editor scans the copy for possible errors. Aaron goes to the wire room to watch for late bulletins. Murrow confers with Bob Dixon, the announcer, smoothing the commercials into place. Ten minutes to go. Zousmer, who has been shielding Ed all day from news too sordid to broadcast, now regales him with the best trunk murders. Three minutes to go.

Murrow takes a sip of water, enters the studio, lays his script on a table. Deadline. A wireless key shrieks *n-e-w-s* in code, Dixon smacks his lips over the sponsor's spaghetti, and Murrow takes his cue. He crouches forward, tie dangling, sleeves rolled up, jiggling his feet and rocking to and fro like an oarsman. He has eight hours of solid work behind him. Now, at the fag end of the day, he must be at his peak.

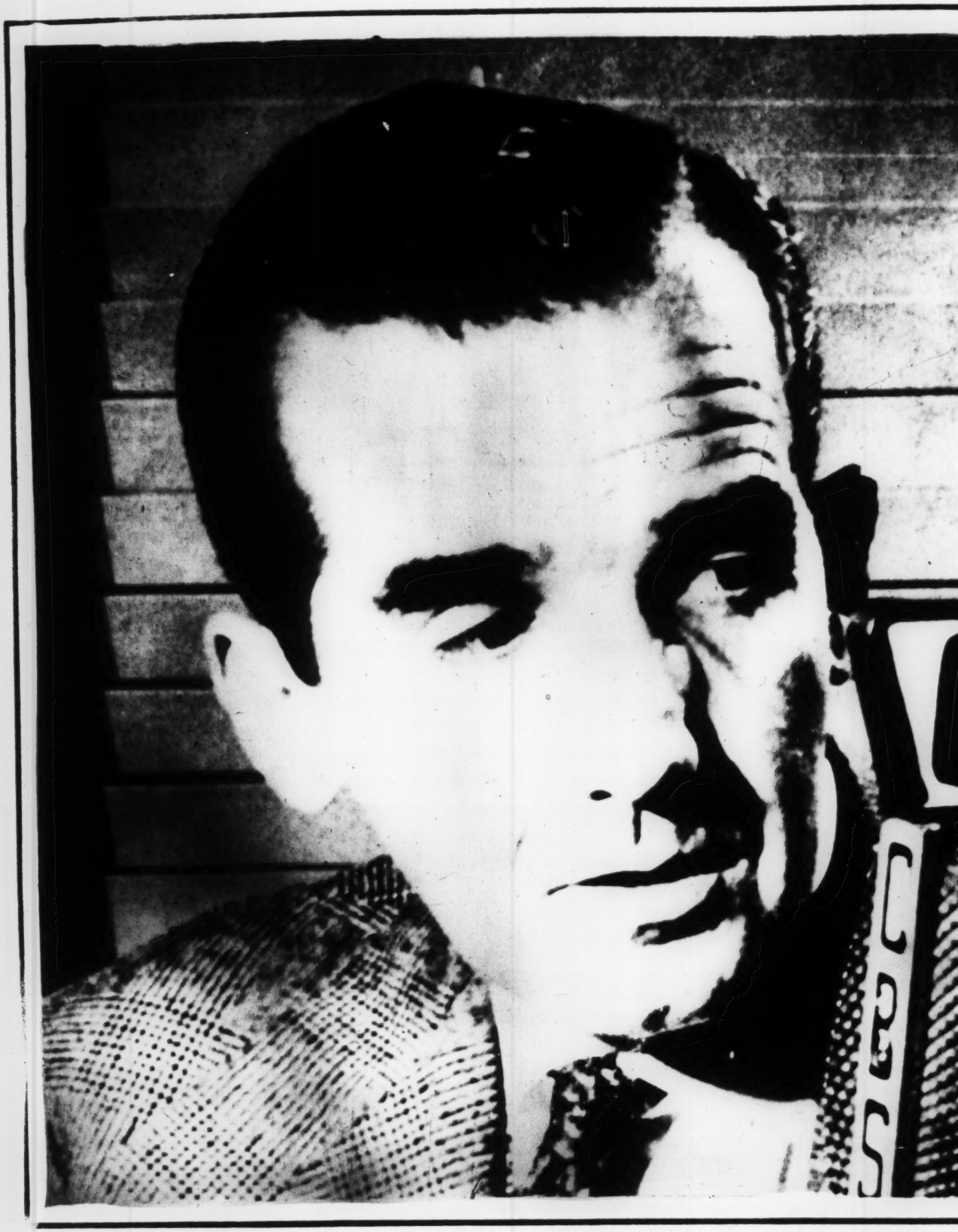
"This," he begins, "is the news."

THE END

HAZEL

"Sounds important."

THE SATURDAY EVENING POST



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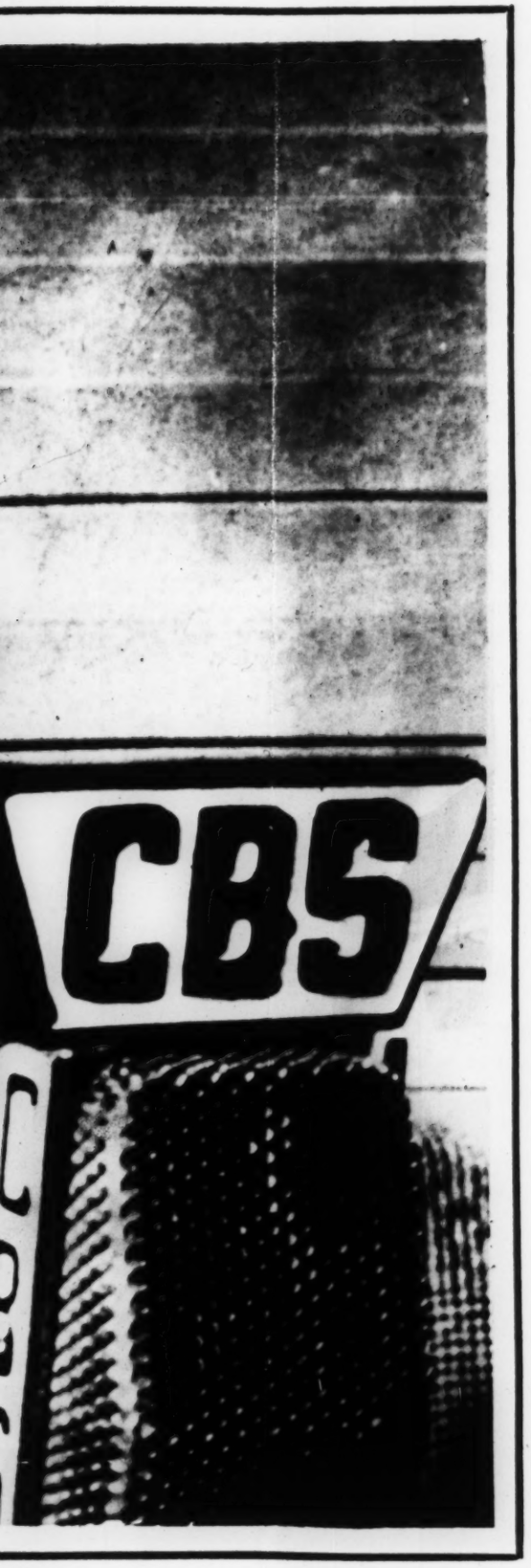

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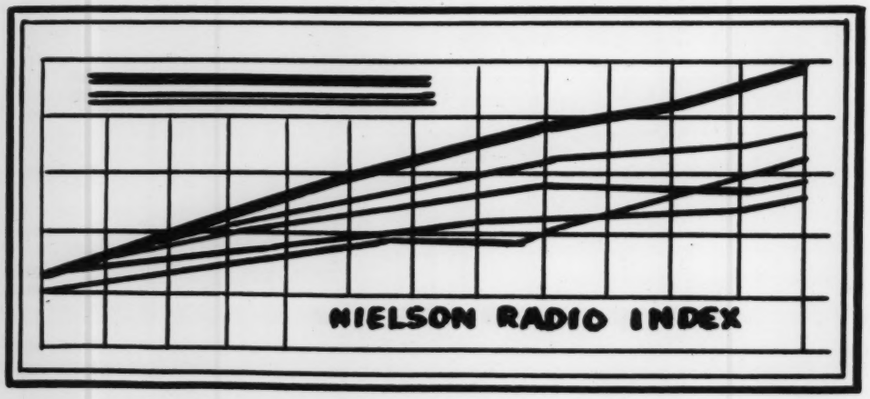

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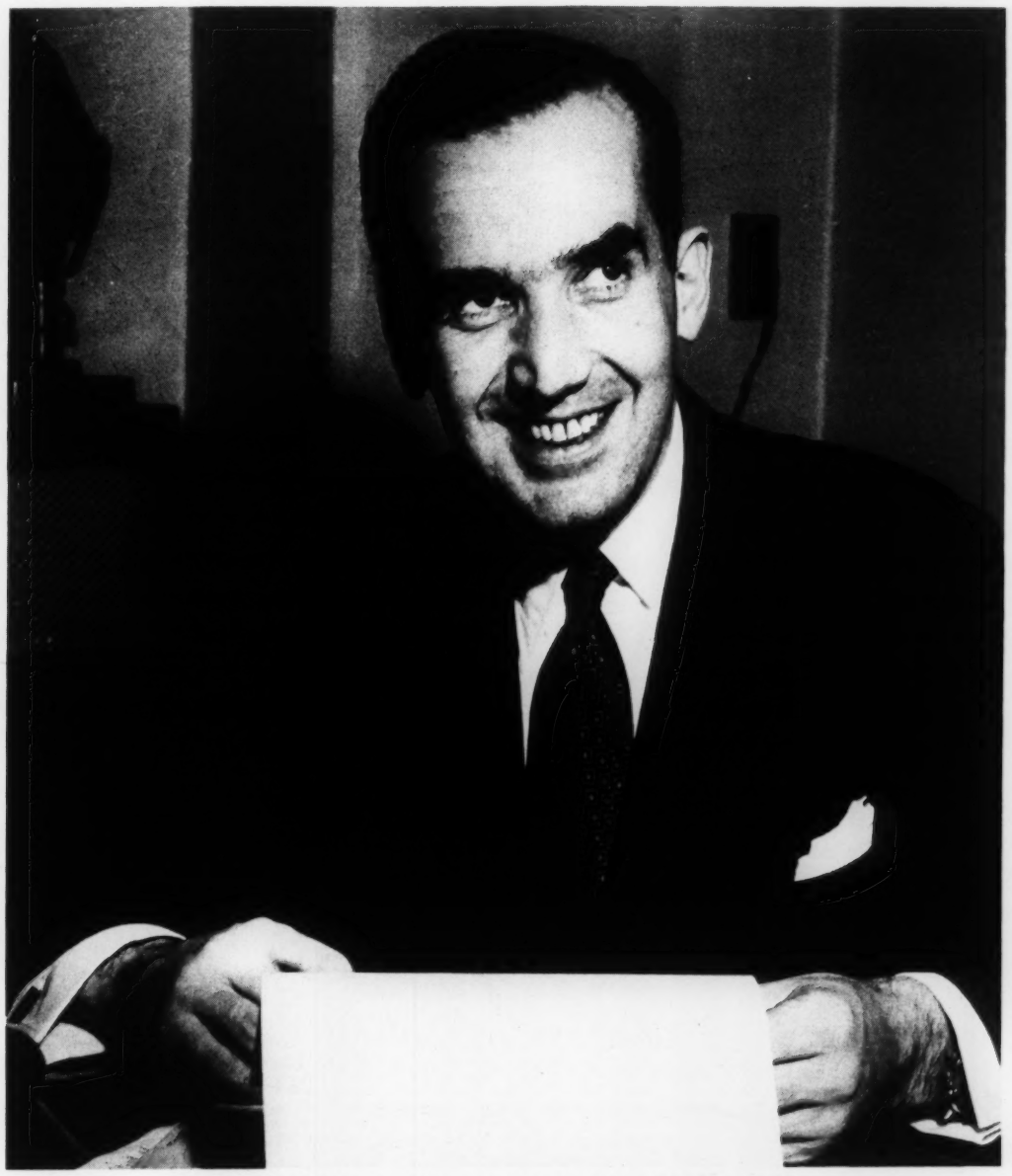


One of television's best known commentators during the 1950's, the late Edward R. Murrow reported the Paley Commission's findings in an hour-long documentary.

In 1952, the President's Materials Policy Commission took stock of America's resources, and warned of coming shortages if the nation failed to act to assure future supplies.

THE VOICE AND FACE were from television's past. The black-and-white image of Edward R. Murrow — leading commentator of the Fifties — intoned electronic words recorded 20 years ago. His earnest manner, his careful language, his personal trademark of a glowing cigarette, seemed almost quaint to a viewer accustomed to the candid brashness of contemporary TV reporters projected in vivid color and stereophonic sound.

Yet Murrow's message, rebroadcast recently by Columbia Broadcasting System, sounded strangely familiar.

"There never was a nation that consumed so much coal and steel and oil and copper and lumber and water and strange minerals and everything that comes out of the earth, and at the same time, gave so little thought to where it comes from," Murrow told his viewers of 1954. And he added, "You may get a jolt this evening to realize that although America is the land of plenty, the plenty is giving out."

Someone viewing the CBS documentary in 1974 might readily conclude that he had tuned in on a discussion of today's energy crisis and materials shortage. Yet, Murrow took his text from a remarkable document published in 1952 under the title, "Resources for Freedom." This five-volume work of President Truman's Materials Policy Commission warned Americans what might happen to their material standard of living 25 years hence if no countervailing measures were undertaken.

True, there was no energy crisis then. But the Paley Commission, as it came to be called, uncovered its roots. Chairman William S. Paley, along with fellow commissioners George R. Brown, Arthur H. Bunker, Eric Hodgins, and Edward S. Mason, sought to learn what the country's basic resources were and how they were likely to be spent in years to come. After taking stock of America's natural riches, the commission concluded: The country was no longer self-sufficient in the raw materials needed for life and growth. Moreover, a developing shortage of materials, including energy, might over the next quarter-century bring about an economic crisis and a dangerous dependency on foreign sources of supply.

"Demand," Murrow explained on their behalf, "is growing, but supply

With no television in 1945, G. C. Nicklow and his son, Quay, played checkers for entertainment. Nicklow was superintendent of Humble's Tomball District. Photograph by Esther Bubley.

In a Bubley photograph made in 1945, children of oil workers at Humble's Tomball Camp used a manual lawn mower. As adults today, their mowers are powered by gasoline engines.

is shrinking." Trouble lay ahead, their conclusions indicated, unless we as a nation did something to control waste and assure further development of domestic supplies.

The Paley Commission prophesied well. America did not act in the Fifties to protect its long-term material interests. Now, in the Seventies, the "plenty" threatens to give out, but only recently have plans and policies been put forward.

Where might this leave us? In 1954, Murrow turned to America's most respected elder statesman, Bernard Baruch, for guidance. His words have the ring of good common sense today.

"In the next 25 years," Baruch estimated, "the population of this country will be about 200 million, one third bigger than it is now. That means more goods, more services . . . Do we have, or can we get, these vast supplies? The answer is yes, because it must be yes," he said.

The commissioners pointed out that in 1954, the average American consumed goods and materials weighing a total of 18 tons. "There's no consumption like it anywhere in the world," Murrow said. "The United States has only 10 percent of the world's population, but we chew up half the free world's raw materials. On an average, we use six times more of them than we did when this century was beginning . . . all the way from six times more copper to 30 times more crude oil. In the lifetime of a young man or woman 35 years old, the United States alone has used up more minerals than the entire world did from the dawn of history down to World War I."

Exploring the growing shortage of minerals, Murrow questioned mining engineers who reported that most of the nation's easily found ore bodies had been discovered, and were well on their way toward depletion. Deeply buried

PALEY RECOMMENDS A NATIONAL POLICY ON NATURAL RESOURCES

Because of his chairmanship of the President's Materials Policy Commission in 1952, William S. Paley was recently asked by the U. S. Senate's Permanent Subcommittee on Investigations to comment on the state of the country's resources in 1974. Paley replied that much of what was said by the commission in 1952 can be repeated today. He said, in part:

"We still need exploration and development on a much larger scale, supported by inducements for risk capital. We need greatly increased technological research. We need more study of new means to make the most efficient use of our present resources. We need better technologies to locate new materials, both to keep us better informed on the state of our resources and for use when they are needed. And the pressing need for a continuing inventory and appraisal of our natural resources position and projected needs has been made unmistakably clear by the events of the past two years."

In closing, Paley recommended an informed, farsighted national policy dealing with all aspects of natural resources supply.

In 1947, Russell Lee photographed a camping trip to McGillberry Lake in East Texas. Today, cots and bedrolls would be replaced by a camper, house trailer, or weekend vacation home.

ore deposits, they said, would have to be found and mined, despite sharply higher costs. Low grade ores, such as iron-bearing taconite, would have to serve as the nation's primary source of metals, despite the greater cost of processing them.

It was basically a matter of cost, they said — the expenditure of labor and energy and capital in producing a given amount of materials and goods. With economic incentives, leaner and leaner ores might be employed. To supplement these, the commissioners recommended that scarce materials be imported from other countries where costs and prices might be more reasonable.

Yet, Murrow found there was opposition to U. S. employment of foreign raw materials.

Spokesmen for organized labor feared the loss of jobs in America if domestic mines, smelters, and refineries were eliminated in favor of those in foreign lands.

Also, leaders of foreign countries resisted the intrusion of Americans seeking new sources of raw materials. "The East as a whole is suspicious of the West," said India's Madame Pandit.

A typing class at Tomball High School, photographed by Bubley in 1945, learned on manual typewriters. Today, electric typewriters would be standard office equipment.

"Many countries in Asia and in Africa are fearful of economic exploitation by the U. S. A."

Turning to an economist and member of the commission, Murrow inquired of Dr. Mason, "What would you say about how the U. S. and the rest of the free world can best cooperate to solve their materials problems?"

"There is no such thing as an absolute shortage of material," he answered. "There is enough to go around, both now and 25 years from now. But the stuff is geographically so distributed that no one country can go it on its own." Interdependence is not just a fancy idea, Dr. Mason believed. "It's one of the hard facts of life. Take our own position. For some time now, we have not been able to meet our own requirements from our own resources. We have been dependent on exports from other countries, and the chances are, that we are going to become increasingly dependent as our demand increases. That is true of even such a basic resource as energy."

"Energy?" Murrow asked. "Since when has energy been a material? The answer is, we get energy from material

and material from energy. We produce energy from burning up coal and oil and natural gas and from falling water. This gives us power to dig with great shovels, move millions of tons of earth, and melt out metals from their ores." Murrow turned then to another member of the commission, George Brown, for comment.

"For 50 years," said Brown, "we have had, and have used, more energy than any nation on earth. This is one of the factors that have made us what we are today. But the demands for our goods and services are climbing so rapidly that we will have to increase the output of our total energy 100 percent in the next 25 years. How? The answer could be in the practical application of atomic energy and solar energy. But it is too early to estimate the contributions from these sources. For quite a while, we will have to rely on so-called conventional sources . . . first, petroleum from new and previously untapped fields."

New oil fields would help, but the commissioners suggested that Americans also learn to "use things better and waste things less." For advice, Murrow turned to Howard Coonley, whose wartime work in materials conservation had given him special insight into this area.

"This problem of waste is complex," said Coonley. "Nobody spends a dime to recover a penny, nor should he. But it indicates that some waste is unavoidable. And it makes no sense to hoard materials in the thought that tomorrow they will be more scarce, because we'd find that we'd made a bad mistake. If our ancestors, who lived by lamplight, had hoarded their whale oil in order to give it to us, their great-great-grandchildren, we'd probably have given them little thanks. We need it no longer. We live on kilowatts of electricity that come from coal and petroleum and falling water. Still, even though we should not be misers, we must be prudent." Coonley cited examples of waste in the mining of coal, and in the production of oil and natural gas. "Now that gas costs more," he said, "we waste it less." And he added, "The older we grow, the more we must learn to use, and the less we should have to discard."

In 1953, when Esther Bubley photographed these Elizabeth, New Jersey, ladies, most housewives were still washing and drying dishes by hand. Today, they would be stacking these utensils in a dishwasher.

Conservation was important, Murrow reported, because the commission's figures indicated "mighty, mighty big" increases in the amount of materials America would require in 1975. For example, the commission believed that industrial water needs might rise 170 percent, demand for minerals might double, timber products need might grow 10 percent, all agricultural products could go up 40 percent. Demand for energy of all kinds would soar, they said, with consumption of liquid fuels doubling and of electricity tripling. Assuring such energy supplies was vital. "If materials are the egg," Murrow said, "energy is the hen."

Better development of coal reserves was called for. Labor leader John L. Lewis told viewers, "By 1975, coal will again be powering railroads, and probably millions of automobiles . . . not as a solid, but as a liquid synthetic fuel."

But this would clearly require technology and especially more research, a thought seconded by famed scientist Dr. Vannevar Bush, who urged young people to seek careers in engineering and science. "Scientists and engineers are scarce," Bush said. "They will always be scarce because there is so much for science and engineering to do. This problem of producing new materials, adapting old ones, finding better ways . . . is so important that it warrants the finest scientists and the best engineers this country can muster."

"You see," said Murrow, "the materials problem has another problem inside it — the manpower problem." And he called upon Commissioner Eric Hodgins to comment.

"For the world's most highly industrialized nation," Hodgins observed, "the United States has a remarkably small working force of researchers, some 76,000 scientists, 59,000 engineers. If all our industries were as progressive

With close to 300,000 motor vehicles in 1956 when Sol Libson took this picture, the state of Maine was surfacing country roads so that farmers could get to market. Today, Maine registers some 600,000 cars and trucks.

as the chemical industry or the oil industry, there might be ten times that number that work on research. But they aren't." Hodgins said it was high time the country developed a "consciously designed, broad-gauge research program" to meet the materials and energy problem "on all fronts."

Murrow summed it up. "We have great wealth and great talent and great willingness. But these all must be harnessed together if we are to cope with this great problem." He then cited the Materials Policy Commission's recommendations to guard America's materials position.

"Recommended: Take a minerals census every five years. Speed up geological mapping. Step up and improve exploration programs. Give better financial aid to small miners and to prospectors seeking strategic ores.

"Recommended: Open up federally owned timberlands by building 6,000 miles of access roads. Stop destructive timber cutting on private land. Create a national system of forest credit and forest insurance. Step up fire protection.

"Recommended: Make new agreements with friendly resources countries that will encourage and protect U. S. investment. Expand technical aid to underdeveloped countries who want to sell us materials we need. Get rid of tariffs that keep out of our country materials we need.

"Recommended: Make a thorough study on how to advance our coal technology most rapidly. Develop our water power potential to the fullest. Encourage government and industry cooperation to develop commercial electrical power from atomic energy. Allow the National Science Foundation to sponsor some of the basic research we are falling behind on.

"Recommended: Use military materials more efficiently. Review current policies for conserving scarce materials and to increase that recovery. Keep on stockpiling strategic and critical materials at minimum cost for value received."

Said Chairman Paley of the Commission's work:

"Our commission came up with some sobering facts which translate into some sobering problems. If we are watchful and alert, we can meet these facts and we can solve these problems. The only cause for alarm would be if we closed our eyes to the threat of creeping scarcities and higher costs and pretended that somehow the materials problem would blow over. It won't."

In 1974, do we find the problem has blown over? Was the commission wrong in its concern? No. The problem remains, and in fact, worsens. Where in 1952 the average American used 18 tons of assorted goods per year, he was by 1974 using 22 tons. Mineral and energy reserves continue to fall, and dependency on foreign sources of supply continues to climb. The commissioners erred only in underestimating the size of the future's appetite. For example, instead of doubling, demand for liquid fuels tripled. Instead of tripling, demand for electrical power has increased five times. The commissioners were about right in their estimates on demand growth for timber products, agricultural products, and minerals.

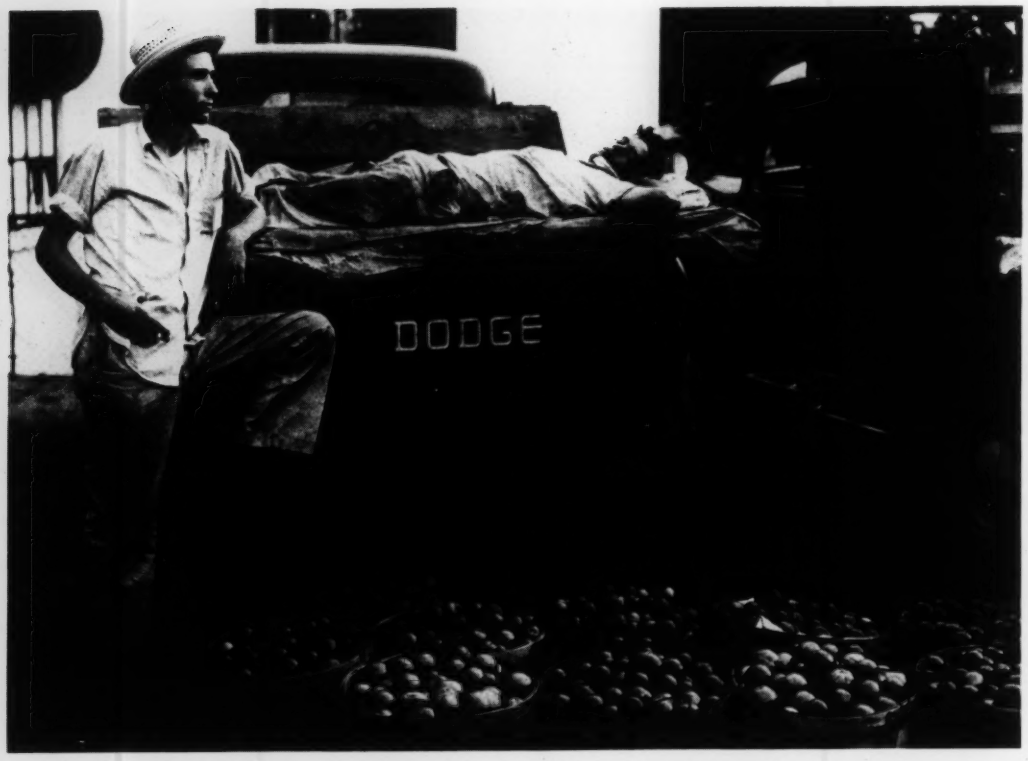
The country's resources remain the same, but more people use them. Bernard Baruch's 1954 estimate of a 200 million population in 25 years was surpassed in 1968, and is estimated in 1974 at 210 million.

Despite Howard Coonley's urging, our energy efficiency ratio continues to worsen, so that over half the fuel we burn performs no useful work. Murrow's energy hen has had to grow to ostrich size in order to hatch a bigger materials egg.

John L. Lewis called bravely for better uses of coal, but his predictions were optimistic. Coal still powers no automobiles nor locomotives with liquid synthetic fuel, despite the effort of researchers to create processes that would be economically, as well as technologically, acceptable.

Vannevar Bush would not be surprised to learn that scientists and engineers are still in great demand, and that challenging opportunities still abound in science and industry. He might be startled to learn, though, that the nation now counts 1.3 million engineers and chemists and 178,000 scientists.

And doubtless, Eric Hodgins would lament that the country is only now



In 1947, farmers often sold produce directly to housewives who preserved it for later consumption. This scene, recorded by Russell Lee at the Farmer's Market in Houston, would be unusual today.

Richard Saunders found this lantern-lit traffic sign on a New York City street in 1952. Today, the sign would be electrified.

beginning to develop a broad-gauge research program to meet the energy problem on all fronts, despite the commission's warning that a crisis in supply would inevitably occur.

"Twenty years ago," said CBS commentator John Hart, in bringing the 1974 rebroadcast to a close, "we saw resources as an American problem. Now we can see that the whole world is in this same pantry, all elbows. And the United States — still without a coherent plan for the future — has no model to offer."

DOWNS MATTHEWS

THIS IS HOW IT WAS

In 1943, Exxon Corporation [then Standard Oil Company (New Jersey)] began a unique photographic project. In an effort to illustrate the pervasive importance of the oil industry, and to document the diversity of its impact on life, the company commissioned talented professional photographers to tell the story of petroleum in all its manifestations. In a news release of the day, the company explained that ". . . the central theme was that the story of oil is part of man's constant effort to master and make use of his environment." From 1943 to 1951, Exxon's photographic artists obtained a splendid record of life as lived in that era.

In 1968, Exxon donated the collection, consisting of 85,000 negatives valued at $250,000, to the Photographic Archives of the University of Louisville, where they are available for use today.

As an invaluable record of an earlier age, the collection transcends the project's original concept. Like the Paley Commission's report, the pictures permit us to compare our world of today with that of yesteryear. They document, as did the report, where we were so that we may understand more fully how we got here. Looking at these pictures, we may see more clearly the beginnings of materials shortages which confront us today.

Good Housekeeping

INTERESTING PEOPLE

We take a look at the people who put the spice in life. This month it's

Edward R. Murrow

BY STEPHEN WHITE

For two years Edward R. Murrow produced and also appeared in one of the best shows on television. This, the skeptics, assured us, was a situation not likely to persist. And in a way the skeptics were correct: This year Mr. Murrow produces and appears in *two* of the best shows on television.

The predictions of doom to which Mr. Murrow was exposed two and a half years ago were the direct consequences of the fact that he had embarked on a somewhat daring experiment: He was proceeding exactly as though set owners were capable of reading and writing. He must have had inside information. The success of his programs has demonstrated clearly that television sets are not exclusively the property of those who must be diverted by wrestling matches and roller-skating derbies. And if to date Mr. Murrow remains pretty much a voice crying in the wilderness, we need not necessarily despair; the word is bound to get around.

But for the moment "See It Now" is one of the very few television programs with the boldness to concern itself with such matters as foreign affairs, internal politics, and economics and to do so without either the cheapness of oversimplification or the snobbery of patronage. Meanwhile the new show, "Person to Person," carries off the difficult feat of interviewing notables of our day without making stuffed shirts or targets of them.

Both shows are put together out of the wide experience in gathering news that is the property of Ed Murrow, journalist. But the success of the shows can be laid in great measure to the talents of Ed Murrow, actor. Casting him in the role of narrator was a stroke of genius for which Ed Murrow, producer, is to be congratulated.

He brings to the job an immensely successful background in news reporting on radio, which, over the years, has won him a roomful of assorted awards and honorary degrees. In his career over the air waves Murrow began at the top. He chanced to be in central Europe in 1938, when the Nazis marched into Austria, and he had the good sense to charter a plane and make his way to Vienna and a microphone.

At that time the Columbia Broadcasting System employed Murrow as its sole representative in Europe, assigned to the task of arranging cultural programs. The Vienna broadcasts stimulated CBS to the discovery that there was news as well as culture in Europe, and to the parallel discovery that Murrow, despite his background in education rather than news gathering, was the man to get it. Under Murrow a foreign staff was formed, and his broadcasts during the war, "This Is London," and others were consistently the ultimate in oral reporting of the news.

After the war he came back home as one of the acknowledged CBS aces. While his news broadcasts continued to meet the standards he had set overseas, he branched out in "Hear It Now," the radio predecessor of "See It Now." As television began to outdistance radio, "See It Now" came along.

Now in his forty-sixth year, Murrow is a tall, handsome man who carries with him an unmistakable air of deep personal involvement in any matter with which he deals. His eyes are deep-set and grave, and his glance is intent; his mouth and chin are purposeful; and his whole countenance portrays a man who suspects there is ground glass in his porridge and means to find out before he eats it.

This immense gravity, carried off with what someone has described as "elaborate simplicity," makes it possible for Murrow to say, "And now we take you to Berlin" and charge each word with importance. The momentum thus generated is never lost, for Mr. Murrow, journalist, thereupon sees to it that something of real consequence is presented to you from Berlin.

The gravity serves still another purpose. It is so much a part of Mr. Murrow that when he gets around to smiling, as he inevitably does, he manages to convey the impression that you, the viewer, have at last broken through his formality and reserve and are now a personal friend.

The rest of his effects he gets by sheer hard work. For his first "See It Now" show of the 1953-1954 season, Murrow's cameramen shot 85,000 feet of film, which had to be cut to 5,000 feet for the hour's show and integrated into a smooth and telling account by Murrow himself, together with his coproducer, Fred W. Friendly. The "Person to Person" shows, as casual as they may seem, are based on thorough study; that air of ease and simplicity derives from the fact that Murrow knows all that is available about the person with whom he is chatting.

Strangely enough, in view of his success, Murrow still professes a good deal of doubt about television. "My real love," he says, "is radio," and he has given a certain credence to this paradox by continuing his radio shows each week.

With his wife, the former Janet Huntington Brewster, Murrow lives in Manhattan's upper East side and has a summer home in Pawling, New York, strategically located in the middle of a golf course. Their eight-year-old son, Casey, completes the family circle.

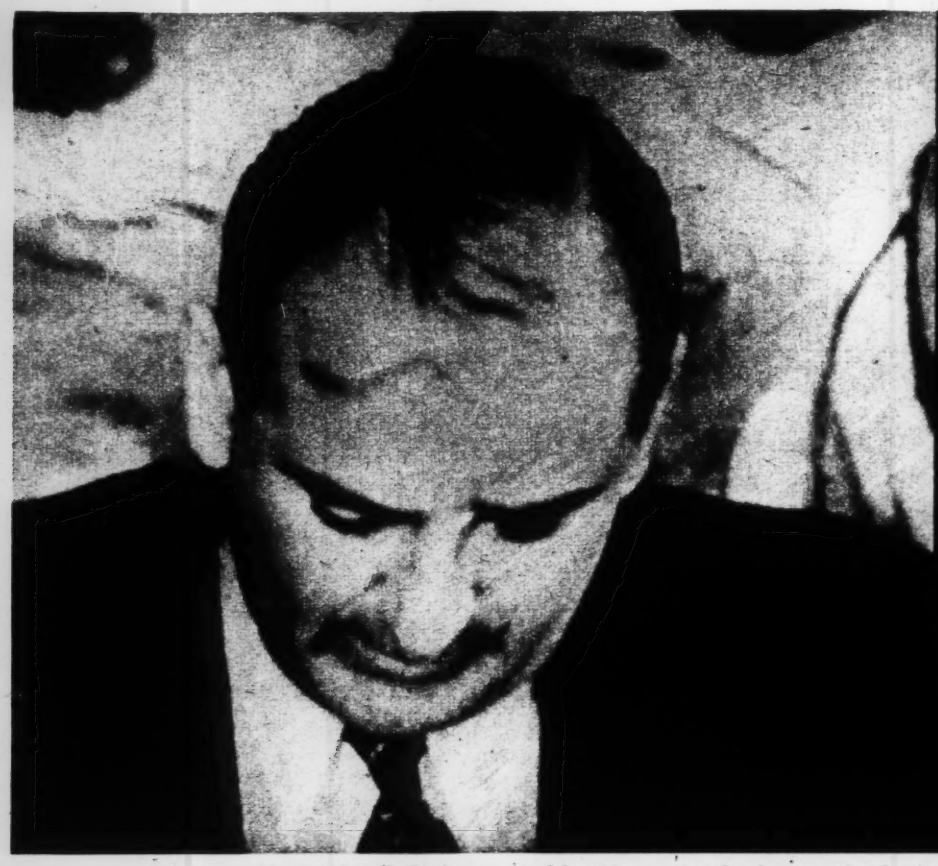
Casey, unfortunately, no longer manages to see his father's shows; they come along too late in the evening for an eight-year-old. This has caused a certain amount of dissension in the family: It seems that the neighbors, impressed with the value of the Murrow shows, permit *their* eight-year-olds to stay up for them. Murrow, at last report, was still wrestling with the problem.

The solution is certain to come with the passage of time. Ed Murrow's programs appear to be doing well enough to have earned a warranty of survival, and in the normal course of events Casey will one day be old enough to stay up until 10:30 P.M. He will be pleased by what he sees. ◆

On the left, American broadcaster Ed Murrow. On the right, Senator McCarthy's Senate Investigating Committee. For once, it is McCarthy (second on left) who is under attack, as Murrow exposes his methods in investigating a former State Department official, Reed Harris. Murrow tells viewers: "Senator McCarthy proved only that Harris once wrote a bad book, which Americans proved by not buying it twenty-two years ago. That's what happens eventually to all bad ideas"

HALF AN HOUR THAT ROCKED McCARTHY

Newspaper in hand, Murrow analyses the case made by McCarthy (right) against General Zwicker for not prosecuting an alleged army Communist. After a "rebuke" by President Eisenhower, he says, "Senator McCarthy claimed that only the Left-wing press criticized him on the Zwicker case." Murrow quotes the *Milwaukee Journal*: "The line must be drawn and defended or McCarthy will become the government." The press is three to one against the senator, claims Murrow



McCarthy (left) is accused by Murrow of using methods that he knows may destroy the Republic. Murrow quotes with approval McCarthy's: "If this fight against Communism is made a fight between the two great political parties, one will be destroyed, and the Republic cannot endure very long as a one-party system." A few months later McCarthy was declaring: "The issue between Republicans and Democrats is clearly drawn . . . twenty years of treason"

THESE pictures tell the story of the thirty-minute television broadcast that called the bluff of the American Communist-hunter Senator Joseph McCarthy. ILLUSTRATED presents them exclusively from the film of the broadcast. Their central figure is a deceptively nonchalant, mild-mannered reporter named Edward Roscoe Murrow.

When Murrow sat before the television cameras of the Columbia Broadcasting System in New York and flayed the Wisconsin senator whose witch-hunting methods in his Senate Investigating Committee are said by many to have dragged down American liberty, he did a brave thing. He sparked off a rebellion. Within twenty-four hours, it was clear that many Americans had had enough of Senator McCarthy's methods. Murrow had raised the flag. Soon it was clear that he was leading an army.

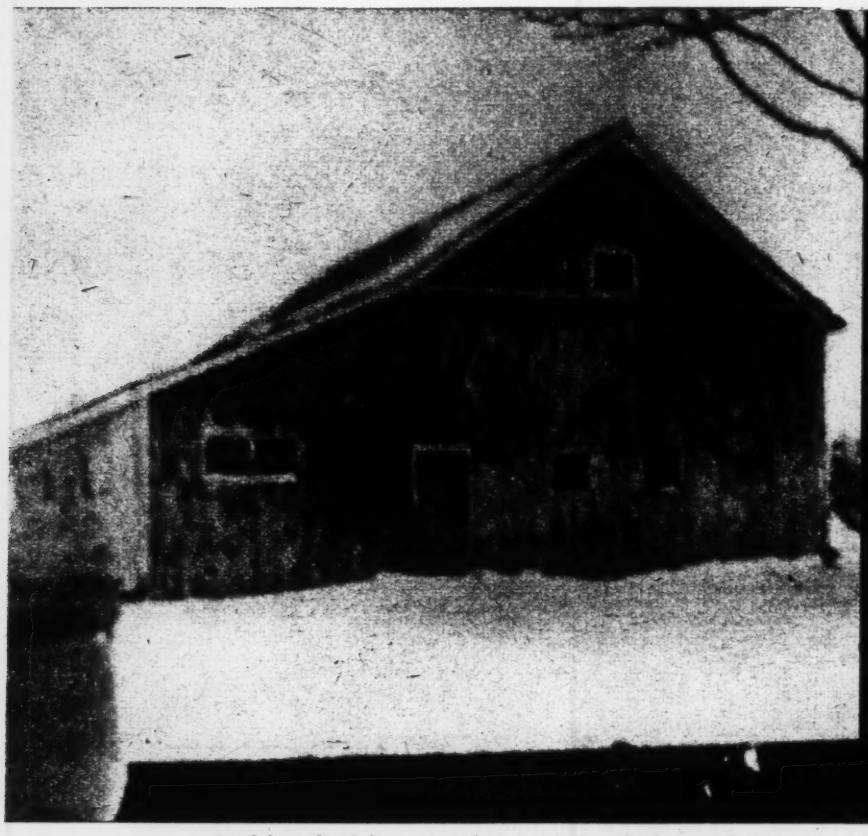
Murrow spoke to an estimated audience of forty million Americans at ten thirty in the evening. With great deliberation, after explaining that he was reading from a script because of the serious issues involved, he scourged McCarthy in words and pictures. No one in America had had the courage to speak out so forthrightly and effectively before.

The first telegrams and calls came in while he was still on his way home. All the next day the avalanche continued and before it stopped thirty thousand letters and twelve thousand calls and telegrams had been counted. They were found to be overwhelmingly in favour of Murrow. This flood of support was regarded by Columbia as quite phenomenal in view of the well-known McCarthy tactic of "packing the post" when key issues are at stake.

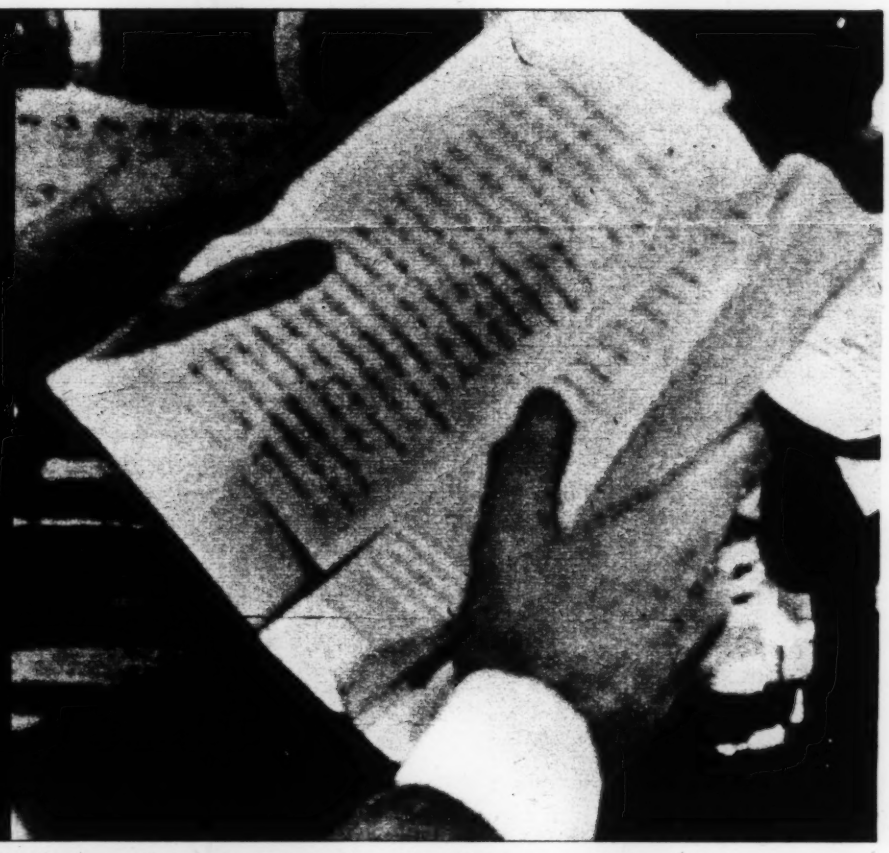
Why did Murrow undertake his crusade? Because, he said, McCarthy had repeatedly overstepped the line between investigation and persecution. He had obliterated the distinction between the internal and the external threat of Communism. He used half-truths.

Once before in his life, Murrow undertook a crusade—on Britain's behalf. When Hitler's bombs were raining down on London, he believed in Britain. His on-the-spot broadcasts called "This is London" became a feature of American life. Yet Murrow, the farm boy from North Carolina, now forty-six and the father of

The McCarthy story is brought up to date by a film which Murrow includes in his TV programme. It shows McCarthy with his colleague Roy Cohn, who has been accused of threatening the army authorities. Smoothly insistent, Murrow recalls a senator's charge against McCarthy of perjury and hoaxing the Senate. McCarthy sued, but has now dropped the case, claiming that no one believed the story. Murrow says people do believe it



In his television attack on McCarthyism, Ed Murrow shows the senator with pictures of a dilapidated red barn in Massachusetts. He accuses McCarthy of an attempt to smear the Democrat leader, Adlai Stevenson, by reading into a document found in the barn an association between Stevenson and the traitor Alger Hiss. Murrow says the smear is based on a half-truth. Stevenson's association with the red barn is not closer than that of other leading Americans



Murrow's film presses home his point about the half-truth. It shows pictures of McCarthy with photostats of the red barn document. McCarthy called it a "document which was never supposed to see the light of day." He said it showed that Hiss and another Communist recommended Stevenson for a conference on foreign policy in Asia. Murrow says viewers were not permitted to hear the whole paragraph in question. Then he reads it

a son born in the London Clinic in 1945, came to broadcasting by accident. Columbia sent him to Britain in the late 'thirties as an administrator with the job of arranging background effects for other broadcasts. One day a cable was sent to London requesting at short notice a commentary on an important session of the House of Commons and, as nobody else could be found, Murrow did the job himself. His quiet, controlled baritone voice brought in so many inquiries that he was booked for more and more broadcasts.

"The odd thing about Ed is that his voice is naturally so loud," says one of his friends. "If you go to his home and catch him unawares, you hear his words reverberating round the house."

In private, Murrow is a sad man, although on the air he exudes authority and optimism. Early in 1948, he was at lunch in Rome with a group of colleagues and politicians. The world situation was cloudy and Murrow knew that stockpiles of atom bombs were being built up in Britain, America and Russia. When he had finished talking, one of the women in the party was in tears. "You can't mean that a third world war is round the corner, Ed?" she said

"That is exactly what I do think." rejoined Murrow. And he is one of the few "reporters"—which is how he describes himself although he is a vice-president of Columbia—to admit now that he was wrong.

But he was not wrong about McCarthy, and he has not often been wrong about other things. In the early postwar years, he was so often right that the legend grew, among his great following, that Murrow was becoming swollen-headed. Somebody tried to organize a "Murrow Ain't God" group. But the idea received its death-blow when a small, compact man approached the secretary and inquired whether he could join. "Anybody's welcome," said the secretary. "What did you say the name was?" "Ed Murrow," came the reply.

McCarthy's first reaction to Murrow's attack was to try to ignore it. Strictly, according to the laws under which Columbia operates, political commentaries must be impartial, and Murrow was out of line in attacking McCarthy. To safeguard himself he offered McCarthy the same spot in his television programme.

At first McCarthy refused, but Murrow's stand had paid off and liberal-minded Americans, taking courage from his example, were beginning to fight the senator and all that he stood for in the open. McCarthy had second thoughts and agreed to reply to the attack on television this week.

ROBERT JACKSON

FILM BY PENTAGON DEPICTS U.S. IDEAL

Communist Contrast Shown in Restrained Documentary

1461

By CABELL PHILLIPS

Special to The New York Times.

WASHINGTON, July 15—A sober, moving and non-glutinous portrayal of what America is and the kind of threat it faces from communism has been produced by the Department of Defense as a major element in its troop indoctrination program.

"The Challenge of Ideas," a thirty-minute documentary film, offers a simple but thoughtful depiction of the attitudes and aspirations that are commonly believed to have shaped the American character. In a score of vignettes of ordinary citizens about their daily tasks and pleasures, the core of that character is shown to be a belief in the freedom and integrity of the individual.

By contrast, the Communist ideal is shown to be man as a creature of the Communist state, and that state as bent upon the extinction of human freedom throughout the rest of the world.

Substance of Message

The conflict between these contrasting and competing concepts of life in the "cold war" is the substance of the message of "The Challenge of Ideas."

The film sequences are tied together by running commentaries.

The chief narrator is Edward R. Murrow, former television commentator who is now director of the United States Information Agency. Mr. Murrow's performance here was filmed late in 1960, before his appointment to the governmental post.

Other commentaries are supplied by John Wayne, the actor; Hanson W. Baldwin, military editor of The New York Times; Frank McGee, news analyst for the National Broadcasting Company; Lowell Thomas, the commentator and lecturer, and Helen Hayes, the actress.

Army Production

The film was produced by the Army Pictorial Center. The script was prepared by the staff of the Armed Forces Office of Information and Education under the general direction of John C. Broger, deputy chief.

The theme treated by "The Challenge of Ideas" is one that has often been handled with excessive sentimentality over "the American way of life," and with extravagant realism in depicting the evils of communism. These weaknesses are mitigated here by a factual, straightforward and largely unemotional approach.

Scenes of contented workers on Detroit's production lines, for example, are balanced by shots of placard-bearing strikers on picket duty. The iron fist of communism is shown, not by windrows of massacred Poles, but by Red freighters delivering tons of industrial equipment at the port of an under-developed Asian country. Throughout, the commentaries of Mr. Murrow, Mr. Baldwin and the other narrators are restrained yet convincing.

Supplants 2 Films

This is one of the most significant aspects of the film, for it was produced in the first place to supplant for the armed services two other films on the Communist threat that have created wide controversy. These are "Operation Abolition," produced by the House Un-American Activities Committee, and "Communism on the Map," a product of Harding College, Searcy, Ark.

"Operation Abolition" is a compilation of film clips, plus commentary, made during student riots when the Un-American Activities Committee was holding hearings in San Francisco in May, 1960. It shows several individuals identified as known Communist agitators taking a leading part in the riots. The commentary suggests that the demonstration was wholly Communist-led and inspired, and the implication is given that college campuses have been widely infiltrated with Communist "dupes."

Objections to the film focus on the charge that only those scenes that served the committee's purpose were used; that the demonstration was non-Communist in origin, and that the implication of widespread Communist sympathies among college students is untrue.

Sees Red Encirclement

"Communism on the Map," whose producer, Glenn Green, has since left Harding College to become a representative of the John Birch Society in New York, shows the United States as being in the final phase of Communist encirclement. This has come about, it says, through the steady erosion of our governmental system by socialism and communism over the last three decades. The film charges that among many who have contributed to this alleged ominous decline have been the late Gen. George C. Marshall and the British Labor Government.

Both films have been condemned by many persons as presenting a biased, misleading and purposely distorted picture. Both were widely used and recommended by many extreme right-wing organizations. Many military commanders have used these films in indoctrination programs on their posts.

As a result of public complaints the Pentagon removed both "Operation Abolition" and "Communism on the Map" from the list of "approved" educational materials on May 15. Dozens of copies remain, however, in the film files at local military installations here and abroad.

"The Challenge of Ideas" is designed, according to official sources in the Department of Defense, to give the service men a basic appreciation of his American heritage and a more balanced understanding of why and how it is threatened by communism. Copies may be purchased by civilians at $30 each.

Speaking of TV

Murrow Returns With 'See It Now' Tomorrow Night

By HAL EATON

Edward R. Murrow, who's constantly bringing light into dark corners, launches the seventh season and the 176th edition of his "See It Now" on Ch. 2 tomorrow at 5 p.m. The series resumes with a comprehensive study of the U.S. Post Office. Quite a difference between the smooth, confident Murrow of today and the perspiring, self-conscious Murrow of six years ago, when sensitivity often betrayed his attempted objectivity. He was an inept actor in those days, unaccustomed to spectators, but the most thoroughly informed and coherently analytical commentator just the same.

Hal Eaton

* * *

THOUGH HE PLACED his news and reflections in their proper perspective, Murrow, who witnessed the suffering in England and on the continent, wasn't quite as dispassionate as other reporters. His facial expressions were louder than his expertly shaded readings. He saw the ravages of war, the real thing, not make-believe. How could he conceal his convictions, resort to histrionics, merely mouth words with impartial resonance or restrained cordiality?

* * *

EXPOSURE on the new medium motivated other irritations. He seemed uneasy and annoyed when recognized on the street or in a saloon, considered it an invasion of his privacy. Mr. M. still chuckles over an incident of several summers ago. Dining in a restaurant with his wife and young son, he suddenly felt they were being watched. He was right. A woman, seated at a nearby table, stared at them intensely. Finally attracting his attention, she nodded firmly and asked, "Is that really you?"

* * *

MURROW'S IMPROVED, of course, though every now and then he forgets himself and loses patience with a guest on "Person to Person," which employs a permanent staff of seven, with part-time help varying each week, depending on accessibility, facilities for remotes and size of homes. They've hired as many as 80. Mike Todd and Liz Taylor gave the show its best Trendex. Veering sharply from the self-styled realistic school, Murrow's interviews are in the nature of social calls. Questions are not designed for shock values at the expense of stars or his own integrity.

* * *

EMPHASIZING the "little picture," meaning the core of the issue, the average "See It Now" costs about $150,000. Each starts with a personnel of 25 to 30, gradually increasing, occasionally reaching 100. "The Secret Life of Danny Kaye," which CBS will repeat this year, is credited with the hour's highest rating. In "See It Now," Murrow doesn't "come into the living room" often, but sends the message of his subject. In his quiet, commanding way, he makes the viewer think and think hard. The man who can do that on Sunday accomplishes a major feat.

* * *

QUARTERED on the 17th floor of the CBS building, Murrow wore a white shirt, sleeves rolled, collar open, an expensive grey tie askew, when his secretary ushered me into his inner sanctum. Seemingly relaxed, the genial and gracious Mr. M., swinging his swivel chair between opposite ends of his desk, like a pendulum, doused one cigaret, ignited another and we started to kick it around. He teed off with a story about Louis Armstrong, his favorite jazz maestro, and did a hilarious imitation of "Satchmo."

* * *

SPEAKING OF MUSIC, he mentioned Leonard Bernstein and made a note on his calendar to order seats for "West Side Story." He talked of Israel with concern and reverence. He promised to let Mrs. Murrow, who acquitted herself admirably last year, encore on "P. to P." He recalled some amusing anecdotes and interesting experiences, thus causing me to forget my mission.

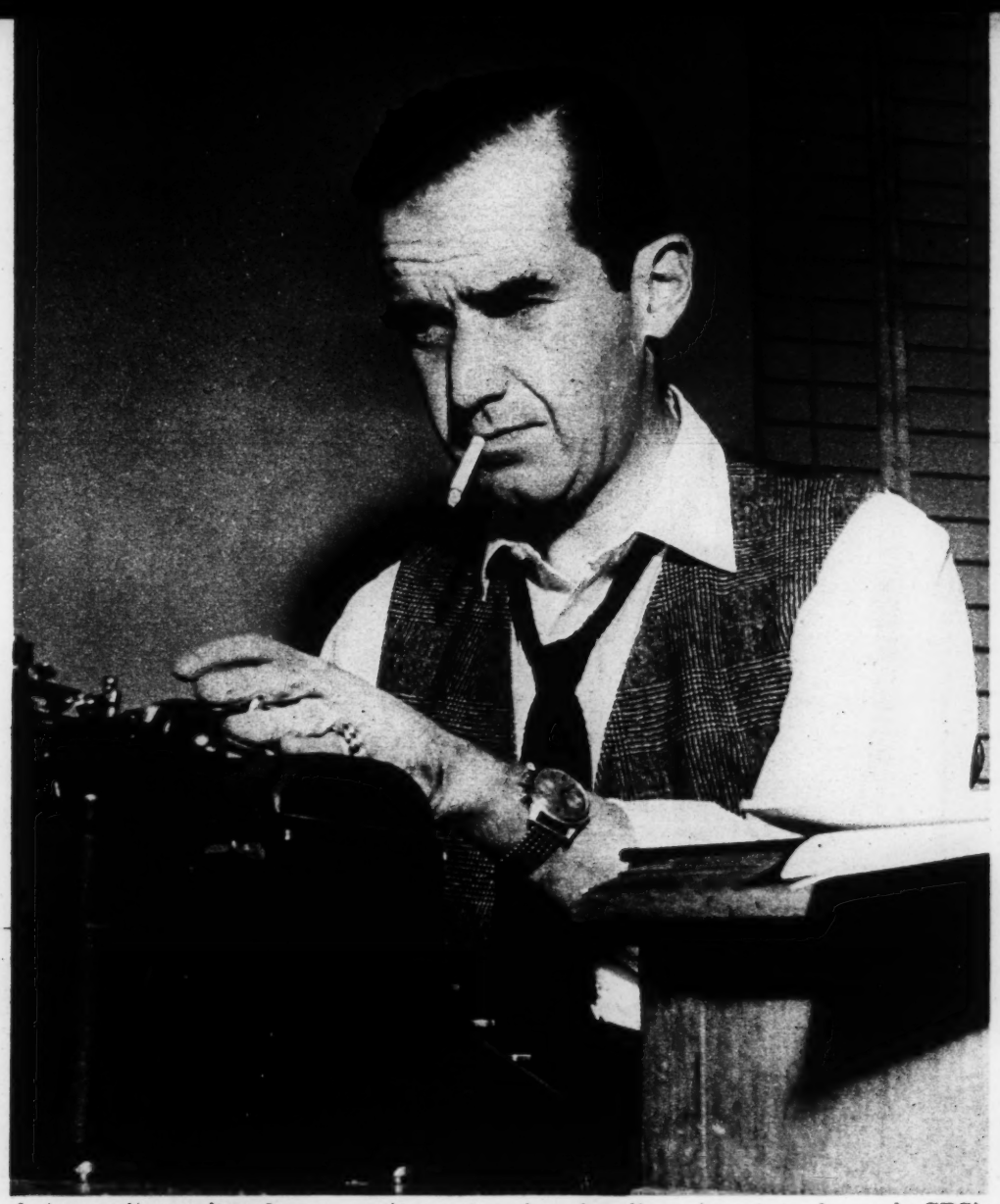
* * *

WITH FIVE TELECASTS a month and five radio spots a week, the stress of his responsibilities has made as little physical impression on the 49-year-old Murrow as it has on his suave manner. Sturdily built, over six feet, Phi Beta Kappa, his fervent telegenic appearances have set feminine hearts fluttering from coast to coast. Of greater significance, however, are his shows, produced with such skill and impeccable taste, they've raised the standards of newscasting and public affairs segments in the entire industry, not to mention the fact that all networks are still shopping for "an answer to Murrow." Mr. M., probably known and respected by more Washington solons, heads of foreign governments, industrialists, diplomats, UN officials and other dignitaries than any broadcaster extant, has added immeasurably to the prestige and stature of television!

The Viewer Sounds Off

Channel Chuckles

Look 3/11/52



A typewriter, microphone, monitor set and a dangling cigaret trade-mark CBS's top commentator, foreign correspondent, narrator and television producer-editor.

this . . . is MURROW

By LEONORE SILVIAN
LOOK Staff Writer

First he told television how to give some authenticity to its newscasts, then he went ahead and did it personally on *See It Now*

THREE years ago, Ed Murrow, pride of the radio news commentators at the Columbia Broadcasting System, dictated a memo. "Television news," he wrote, "is probably going to require a new kind of animal – a reporter-broadcaster-producer. . . . Editorial control must be exercised by the man who knows news, not just pictures."

It was a long time before this prescription was filled, and then it turned out to be Murrow himself who filled it. His program *See It Now* can be fairly regarded as the exact milestone he indicated, in his memo, that television one day had to pass. Television critics, who have wasted no time in becoming jaded, gave it the extraordinary distinction of unanimous acclaim.

Television newscasts had been from the outset the industry's problem. To have a commentator read the news was annoyingly static; and the attempt to brighten the program by switching now and then to newsreels gave a jumpy, fragmentary view of the news.

Murrow's contribution was literally to program the news, blending events into a coherent picture of a week's happenings. *See It Now* is not something that begins and ends the afternoon it goes on the air. By the time Murrow lights his cigaret and takes his casual place in the control room, a solid week of work is behind him and his co-producer, Fred W. Friendly; a week in which sharp news scenes have been recorded on film and pertinent live appearances have been arranged. From his seat in the control room, Murrow talks persuasively to his nation-wide audience, introduces the live and the film shots and manages to give the impression that he is watching them as intently as are his listeners.

What they see may have direct impact—pictures taken under water from a submarine—or be subtle—the look of satisfaction on Senator Taft's face when he hears Senator Dirksen describe him as "a great American." Above all, there is an impression of unity as the program makes it way through its allotted 30 minutes—a unity that can be ascribed to the fact that Ed Murrow, who wrote the recipe in 1949, is clearly serving as reporter, broadcaster and producer.

To those who believe that clothes make the man, Edward Roscoe Murrow can be characterized as a lumberjack in a Homburg, a diplomat in jazzy suspenders, an executive in rolled sleeves. Six foot two, with dark curly hair, deep-set eyes and heavy brows, he fits Hollywood's glamour standards for a foreign correspondent.

Murrow grew up in the Pacific Northwest and put on suspenders in the lumber camps of Washington, Alaska and British Columbia. He worked as a whistle punk on a donkey engine and as compassman and topographer on a survey gang to earn money for a Washington State College degree. He wore the Homburg in England when he broadcast *This . . . Is London*

CONTINUED

 Look - March 11, 1952

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A WORD OF COUNSEL

Take your child *regularly* to the doctor. Let him add his skill and knowledge to your own loving care.

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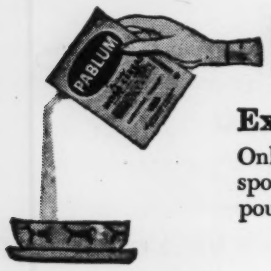

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For the most precious person in your life

PABLUM cereals

Murrow listens to records spun on magnetic-tape disks behind him as he fills in narration for best-seller record album, *I Can Hear It Now*

MURROW continued

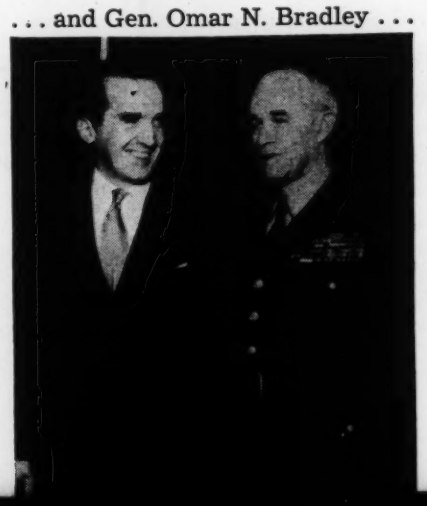
He's both suave and rough —a pessimist and an idealist

to an estimated peak audience of 15 million during the war. The late Ambassador to Britain, John Winant, said Murrow was "doing the greatest job of all" as "ambassador and interpreter of American ideas and opinions in England."

Murrow, Alexander Woollcott . . .

. . . and Lord Woolton, Britisher . . .

. . . and Gen. Omar N. Bradley . . .



The word "this" has, over the years, become Murrow's personal pronoun, as in: "This . . . is the news–" "This . . . I believe–" "This . . . is one man's opinion–" *This Is London.* Recently, he has taken a more peremptory tone with *See It Now* and *Hear It Now* – perhaps indicative of the increasing authority of a broadcaster who last year earned more than $135,000.

The radio program *Hear It Now,* a broadcast of recorded news events and commentary, developed from a venture undertaken by Murrow and Friendly during the Petrillo ban on recorded music. The pair brought out an album, *I Can Hear It Now,* recordings of voices of contemporary history including those of Roosevelt, Stalin, Hitler, Churchill and Will Rogers. Volumes one and two sold half a million copies, the only nonmusical albums to hit that figure.

Although the radio special feature *Hear It Now* was supplanted by his television program, Murrow continues a nightly fifteen-minute radio newscast. He objects to being called a commentator. "I try to be a reporter. A commentator is kind of an oracle and I'm never so sure I'm right."

Generally, the first half of his 15-minute radio broadcast is straight news gathered by staff members Jess Zousmer and John Aaron, who also work on *See It Now.* The last part contains Murrow's analysis.

Man of Contrasts

Murrow once described himself as seen through listener mail: "I am a reactionary, a Socialist, anti-Wallace, anti-Truman and anti-Republican. At the same time, I am too radical, too conservative, too serious and too frivolous."

Like his program, Murrow is a man of contrasts. He can be humble and pontifical. He's suave and rough, a pessimist and an idealist, a family man and a nightclubber, an individualist and a team member. There is little temperance in his actions. He works hard, he plays hard. Mrs. Murrow,

serene, clear-eyed woman who shared the war hardships with her husband, says: "He lives every day as if it were his last." He smokes three packs of cigarettes a day and drinks at least six cups of coffee.

Six days a week, he fills an 11-hour schedule, writing, broadcasting, producing, interviewing and attending meetings. Saturday, he relaxes. If he is at his country home in Pawling, N. Y., he spends the morning with his six-year-old son, Casey, on a tractor, clearing a meadow on the 10-acre estate or playing 36 holes of left-handed golf on the course across the way. After a quick lunch—food holds little interest for him—he hunts pheasants on a reserve leased by him and two neighbors. Dinner is often followed by an all-night poker session.

He's a "Bleeder"

Murrow likes to eyewitness the events he reports. He was one of the first correspondents to go to Korea, despite his comment: "I had thought to have seen enough of dead men and wounded buildings." Away from the scene, he is a "bleeder," working two to three hours on his five- to eight-minute radio commentary.

It was his attitude toward on-the-spot reporting that was one of the points of conflict in the "*Affaire* Shirer." Murrow was CBS vice-president in charge of correspondents when William L. Shirer resigned his CBS radio post, saying he was being "gagged" for his "liberal views." Denying the charge, Murrow said Shirer was to be shifted to a new (and less desirable) time because "Bill did not want to go off on a tour . . . to report the news as seen through analytical eyes."

Murrow does not like details and he resigned the vice-presidency after 18 months. He said: "It's the big desk with the telephones, the IN basket and the OUT basket. Conferences, memos, budgets and firing people. Who am I to be firing people—the Almighty himself?"

He writes for the ear, has a feel for sharp phrases: "We are all passengers on an express train traveling at high speed through a dark tunnel toward an unknown destiny." "There is a tendency to make no distinction between dissent and subversion. The right to be wrong is as important as to be free."

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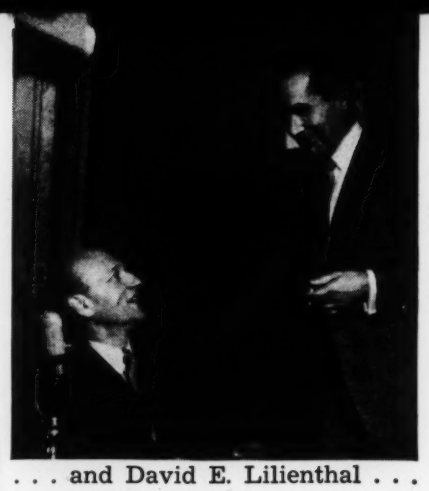
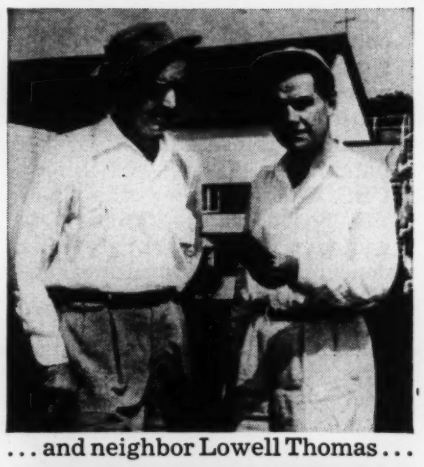


. . . and David E. Lilienthal . . .



. . . and neighbor Lowell Thomas . . .

. . . and co-producer Friendly . . .

. . . and Gov. Thomas E. Dewey . . .

. . . and his family. After watching the television program, 6-year-old Casey once remarked to his mother: "Gee, I wish Daddy was a fireman."

Invite Safe Sleep Tonight!

TRY THIS DRUGLESS WAY FOR SOUND RESTFUL SLEEP

IF you have not been sleeping well lately—if you are worried about how you may sleep tonight—you have a right to be worried. Sound, restorative sleep is essential if you are to feel rested and ready to meet the day's problems.

Ovaltine helps to induce this kind of sleep because Ovaltine, taken hot at bed-time, acts in an entirely *natural* way. It helps to break down nervous tensions built up during the day, induces natural relaxation and prepares the way for peaceful sleep.

Furthermore, Ovaltine assists in rebuilding you during sleep, because Ovaltine has been processed in such a way that its important food elements are readily digested and absorbed, even as you sleep.

You Can Tell Very Quickly

You can determine in a few nights whether Ovaltine will help your situation. Just purchase a small-size jar for a trial. Be sure to make it according to directions. You may find, like countless others, that Ovaltine can do a great deal to bring you restful and restoring sleep.

OVALTINE

THE SAFE NIGHT CAP

"Soaping" dulls hair— Halo glorifies it!

Not a soap, not an oily cream— Halo cannot leave dulling soap film!

Gives fragrant "soft-water" lather —needs no special rinse!

Wonderfully mild and gentle —does not dry or irritate!

Removes embarrassing dandruff from both hair and scalp!

Leaves hair soft, manageable— shining with colorful natural highlights. Halo glorifies your hair the very first time you use it.

Halo reveals the hidden beauty of your hair!

War news replaces song of the nightingale

Murrow's conversation is peppered with quotations from the past. A favorite character of reference is the Roman general Marcus Aurelius. He is more critical of contemporary generals. Concurrent with the 1950 MacArthur directive to correspondents that no criticisms of command decisions would be tolerated, a Murrow dispatch from Korea was killed by CBS. William Paley, chairman of the board, says: "There was a difference of interpretations in censorship regulations and, at the time, because Murrow was en route home, it was impossible to clear with him." Murrow was indignant over the kill but has never aired the argument, publicly, beyond grimly stating: "It has never happened again."

The fact that the argument remained private is evidence of the bond between Paley and Murrow. It is common knowledge in the radio trade that Murrow's contract with CBS contains a clause stating that if Paley "sells or ceases active direction of CBS," Murrow can void the contract. Paley has made Murrow a member of the CBS Board of Directors.

In the introduction to Murrow's book of broadcasts, *This Is London*, Elmer Davis, his fellow commentator, wrote: "Some of us are perhaps faintly scandalized that such good reporting can be done by a man who has never worked on a newspaper."

The "Culture" Man

Had CBS contemplated the role radio news was to play during the war, Murrow would never have been named European chief in 1937. He was to be "culture" man in charge of "talks and special events," as befitted a man who had once been assistant director of the Institute of International Education.

Typical of broadcast sentiments in 1937 were those expressed by an executive at a luncheon given for Murrow before he left for London. Some colleagues were discussing the opportunities Murrow would have to broaden understanding between the U. S. and Britain. Irritated by the talk, the network official said: "Broadcasting has no role in international politics. The greatest service rendered by CBS to international understanding was the broadcast of the song of a nightingale from Kent."

Murrow bore the lofty title of chief of the European bureau, but his staff consisted of a secretary and an office boy. His job was to continue the broadcast of cultural programs. However, Paley, then CBS president, gave Murrow the added assignment of gathering a staff of overseas newsmen, ready to broadcast if war came.

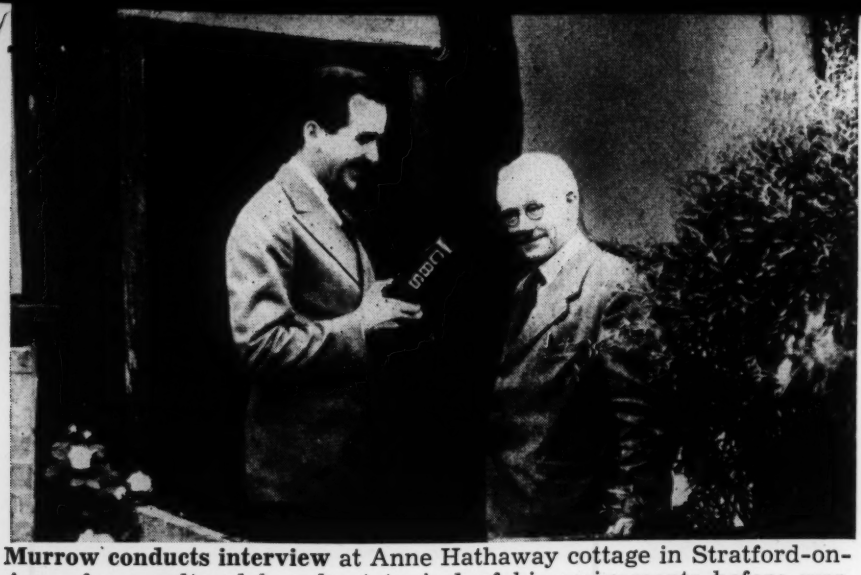
The first man Murrow hired was Shirer, who was to open a CBS office on the Continent. Like Murrow, Shirer was to be an administrator, not a broadcaster.

A bit miffed, Shirer wrote in *Berlin Diary* in October, 1937: "Murrow and I are not to do any talking on the radio, ourselves. New York wants us to hire newspaper correspondents for that. We just arrange broadcasts."

The Austrian Anschluss on March 12, 1938, changed the plans and put both Murrow and Shirer on the air. Murrow was in Warsaw arranging for a broadcast of a children's chorus when Shirer phoned from Vienna. The Nazis had marched into Austria and would allow no broadcasts. Murrow told Shirer to fly to London to broadcast the first uncensored eyewitness account. Murrow in turn chartered a 23-passenger plane and flew in lonely splendor to cover the Austrian capital. That night, he persuaded the censors to let him broadcast and, for 10 days, he posted America on the Nazi occupation. From these broadcasts, Murrow emerged a newsman.

He went on to organize a news staff which included Eric Sevareid, Charles Collingwood, Larry Lesueur, Tom Grandin, Bill Downs, Bob Trout, Shirer, Howard K.

The chief of CBS' European bureau



Murrow conducts interview at Anne Hathaway cottage in Stratford-on-Avon for a cultural broadcast typical of his assignments before war.

Smith and Dick Hottelet.

No one of Murrow's staff took more risks than he in covering a story. Murrow flew on the first RAF missions. He held a microphone in his hand while he lay in a gutter reporting a raid during the Battle of Britain.

Four bombs were delivered to the CBS office by Nazi airmen, forcing the staff to move from Langham Place, Portland Place, Duchess and Hallam Streets. Murrow saw bombs hit the Hallam Street office of CBS and raced over to pick up his secretary, Kay Campbell, who was lying in the debris. He broadcast from the BBC while friends were being carried past him after another raid.

He flew 36 missions, covered the North African campaigns and the allied invasion of Europe. He went for months on two hours of sleep a night–was on the air at noon and at 4 a.m. In between, he was talking to people in London pubs, clubs and in government offices. Other correspondents went on dangerous missions, endured the same hardships as Murrow, but few so ably translated the spirit of the English people, the horrors of the times. Perhaps one of the finest working tributes was paid to this non-newspaperman when the allies opened the doors of Buchenwald concentration camp in Germany. The best American and European correspondents were there. They filed stories the same day. Murrow didn't; he wanted time to reflect. Three days later, after all the newspapers had carried front-page stories by their own correspondents, Murrow went on the BBC to tell his story. Every newspaper in London front-paged the script of his broadcast—a story that in newspaper parlance was stale. It no longer may have been news—it was history. END

sips coffee in Vienna with William L. Shirer, right, the month Nazis moved in.

Hi Folks–
Switch to
CANADA DRY
Ginger Ale

It's fun to drink
AMERICA'S
Ginger-Upper!

For a really delicious change, enjoy the drink that's full of life and sparkle and wonderful flavor! Enjoy the wholesome, zestful lift of Canada Dry Ginger Ale. Whatever you drink . . . switch today to "The best drink of all."

CANADA DRY "THE BEST DRINK OF ALL"

See Super Circus on Television

Reprinted from the December 13, 1955 issue of **LOOK**

Press Clip.

The Inside Story of

PERSON TO PERSON

By JOE McCARTHY

The Inside Story of
PERSON TO PERSON

Ed Murrow's TV visits to people's homes are marvels of electronics and diplomacy

"***Person to Person*** looks easy," Murrow says of his CBS-TV show, "but every Friday night, I sit there feeling as though I had a watermelon in my stomach."

By JOE McCARTHY

A WEALTHY MANUFACTURER recently sent an emissary to Edward R. Murrow with a proposition: If the manufacturer and his family appeared on *Person to Person,* the Friday-night TV show that Murrow produces in partnership with John Aaron and Jesse Zousmer, the homes of Murrow, Aaron and Zousmer would be completely air-conditioned free. The deal was turned down. The visitor rose to leave the office. "All right," he said at the door. "But maybe next spring, when the weather starts to get warm, you'll change your mind."

The manufacturer's pitch was understandable; an appearance on Murrow's program today is coming to be regarded as a mark of social achievement—like a listing in *Who's Who.* The New York *Times* noted a while ago that, in the film communities of Beverly Hills and Bel Air, children of families that have been televised by *Person to Person* now look down their noses at schoolmates who have not been tapped.

The show looks like an effortless way of earning a living. Murrow sits in a comfortable chair in a CBS-TV studio in New York and carries on an informal conversation with his guests, while they are seen on a picture circuit showing him around their homes. "A lot of people think the show is done beforehand on film," Murrow says. "It isn't. It's live television. We have 35 people working on the show and 12 or 15 others operating $125,000 worth of equipment in each home we visit. Chances of mechanical breakdown are limitless. And if the person I'm talking to should become suddenly stricken speechless by stage fright, I wouldn't be able to do a thing about it."

The show is always getting into strange complications. It once sent several truckloads of equipment to what it thought was the home of violinist Jascha Heifetz, only to learn that it had been dealing with another man named Heifitz. The plaster fell from Eartha Kitt's ceiling a few minutes before she went on the air. When Murrow called on singer Joni James, his technicians asked if they could put a microwave relay-transmitter disc on the roof of a dentist's house near Miss James's apartment. The dentist said they could use his roof if Miss James would record a song written by his son-in-law. The television men quickly found another roof.

There are many situations that require delicate handling, such as the fuss about Margaret Truman's portrait in the hallway of her parents' home in Independence, Mo. Mr. and Mrs. Truman are fond of the picture, but Margaret hates it. She agreed to take Murrow's place in New York as the interviewer on the night of the Truman show (Murrow was in England covering the British elections), but she stipulated that the picture must not be seen or discussed.

During the preliminary tests before the start of the show, Margaret saw the controversial painting being prominently displayed on

Most entertainers are ill at ease, but Bing relaxed and asked Murrow back

a monitor screen in the New York studio. "You get on the long-distance phone right now and tell Daddy not to be showing that picture," she told a program official. "If he does, there'll be trouble!"

Despite the warning, when his tour of the house took Truman past the picture, he could not resist pointing at it playfully and remarking, "Here's another picture that's right interesting."

"No fair!" Margaret yelled. "No fair! Go right on by that!"

Truman tactfully changed the subject and everybody relaxed.

Zousmer and Aaron, who handle the preliminary planning of each show, say they could put any home in the U. S. on TV—if their expense money were unlimited. It costs $15,000 to visit a home in California, but because of local terrain and the distance to the nearest coaxial connection with the network, a show from Billy Graham's home at Montreat, N. C., would cost twice that amount.

Entertainers, strangely enough, are often tense and ill at ease when on *Person to Person*. Groucho Marx was stiff and restrained. Dean Martin and Jerry Lewis didn't come off well because they couldn't seem to decide whether to clown or play it straight. A notable exception was Bing Crosby, probably the most relaxed subject ever on the show. "We can do this again sometime," Crosby later said to Murrow. "I've got three other houses you haven't seen yet."

The easiest guests to interview, Murrow says, are professional athletes like Roy Campanella, George Mikan, Rocky Marciano.

The sound men who make it possible for Murrow in New York to talk with his guests as they roam from room to room in their distant homes often have more problems than the video men who transmit the pictures. Murrow's voice must be heard clearly in every room, but it must not be picked up by the guest's own microphone. That would cause the audience to hear the same words twice.

People who watch *Person to Person* often wonder how the guest can be heard, with no mikes visible and no wire dragging behind him as he walks around the house. He wears a wireless transmitter that sends his voice through the air to a nearby receiving station, which, in turn, carries it to the network. The antenna for the transmitter hangs under the guest's clothing. Eva Gabor had difficulty keeping from giggling. The wire of the antenna was tickling her.

No bigger than a piece of jewelry, the mike is worn under the men's ties and inside the front of the women's dresses. Kathleen Winsor, author of *Forever Amber*, fastened it to the left side of her bodice and listeners could hear her heart beat. Several doctors wrote in, observing that the pulse had noticeably quickened when Murrow asked certain questions.

Power for the transmitter comes from two batteries that are concealed at the hips, under women's skirts or in men's trouser pockets. This means that a woman must wear a flared skirt to hide the bulges of the batteries. The sound men were confronted with a painful dilemma when Janet Gaynor came downstairs in a tight-fitting dress that her husband Adrian had designed especially for the show. She was so proud of her dress that nobody had the heart to ask her to change. Instead, Adrian was instructed to remain closely at her side so that her voice would be picked up by his microphone.

When John Mason Brown, well-known lecturer and critic, was getting ready for his appearance on the show, he was approached by one of the sound men, who said, "I'd like to recharge your batteries, Mr. Brown."

Brown shook his head sadly. "Young man," he said, "only God can recharge my batteries."

Many guests are appalled by what happens to their homes on the day of the show. Trunks, amplifiers, transformers, coils of cable and a crowd of technicians from the network and local electric and telephone companies arrive. Additional connections are made to carry extra voltage into the house. Furniture is moved and electrical appliances are disconnected. Charts are drawn showing the original position of each piece of furniture. The producers guarantee that everything in the house will be left exactly as it was found.

The day that Eleanor Roosevelt was on, she sat calmly writing letters at her desk in the living room of her apartment while the crew worked around her. She also entertained technicians with an imitation of her husband making a speech about his dog Fala. There was a tense moment during the preparations at Sam Goldwyn's house. President Eisenhower's secretary phoned and asked if Goldwyn would have dinner with the President in Palm Springs that night. Work resumed when Goldwyn turned the President down.

The crew—experts from CBS and the local phone and electrical companies—descend on the interviewee's home on the day of the show with $125,000 worth of equipment. Each guest carries his own hidden transmitter and microphone.

James C. Petrillo, the czar of the American Federation of Musicians, agreed to appear if his eight grandchildren were included. He showed Murrow the trumpet he had played when he worked in an orchestra. Murrow asked him to knock out a few tunes. "I can't," Petrillo said. "I might get into trouble with the union." While he was talking, one of his grandsons tried to pull the trumpet out of his hands. Petrillo drew back and started to take a swipe at the boy. Then remembering he was on TV, he checked the blow in mid-air and patted the child affectionately on the head.

Person to Person picks up interesting bits of information about the celebrated persons whom it visits. "When we go into somebody's house, we get to know how he's getting along with his wife and how much liquor he drinks," Aaron says. "Of course, we never mention those things on the show. This isn't *Meet the Press*. Ed doesn't ask embarrassing questions. He takes the position of a guest and tries to behave as a polite guest should." Many people who would be leery of a TV interview have been attracted by the assurance that Murrow won't be disrespectful.

The best shows often come from homes where one least expects to find them. The visit to Secretary of Agriculture Ezra Taft Benson turned out to be one of the most popular. The Bensons and their six children staged an informal musicale that ended with hymn singing. It made a moving family portrait that was much more entertaining than most calls on show-business celebrities.

Another sleeper that rang the bell was a look at the one-room apartment of Bill McCutcheon, a struggling young actor in Greenwich Village. McCutcheon and his wife, Ann, showed Murrow through their tiny home as though it were a Fifth Avenue mansion. "Here is our dining room" he said, pointing to a card table. "Over there is the guest room,"—a daybed— "and this is the library"—a shelf of books. An expensive-looking picture was a piece of wallpaper that Ann had put into a frame, and the clock on the mantle was the watch that Bill's father had used for 47 years as a railroad conductor.

If Murrow had his way, he would use more people like McCutcheon, but the audience wants celebrities. "My idea of a good show would be to visit a Midwest farmhouse in the middle of the winter," Murrow says. He takes pride that the show has featured Ed Sullivan and 80-year-old James T. Shotwell, the Columbia University historian, in the same half hour.

Person to Person does not pay its subjects, but the show has no trouble persuading most prominent people to appear. Usually, negotiations are completed in one call. Along with his success in hooking big fish, Murrow has had poor luck in trying to land certain other famous names. A TV show from the home of Greta Garbo would attract as many spectators in 11 minutes as last year's Army-McCarthy hearings drew in its entire run, but Miss Garbo is not interested. Murrow is also anxious to visit the White House, Clark Gable, the Duke and Duchess of Windsor and any place that Ernest Hemingway would care to pause for a moment.

Murrow's mail is always full of suggestions. Now there is a big demand for a call on Liberace. Running a close second is the request for Murrow to show his own home and family. Undoubtedly, Liberace's dream house with its piano-shaped swimming pool will eventually turn up. But the chances of Ed Murrow doing a show on himself are dim. "I'm afraid that my home would be too dull," he says.

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from McCalls magazine June 1959
a wonderful letter about a wonderful man. Please bring him back (or come back) home and tell now please Bill Shirer the nearest.

SIGHT AND SOUND

Notes and comments on what to read, see and hear, today and tomorrow

TELEVISION

AN OPEN LETTER TO
EDWARD R. MURROW

Dear Mr. Murrow:
Next month you start a year's sabbatical leave from C.B.S. A lot of people are left with an uneasy feeling that somewhere, somehow, a light is going out.

Yours is no routine departure; you are not an ordinary person. By providing leadership for fearless television journalism, you have become a symbol, Mr. Murrow, of hard-hitting, uncompromising, sometimes unpalatable exposition of the truth. Your eminence is no secret even to you; it

Edward R. Murrow

makes your exit dramatically pointed. For if ever people needed to know and understand the world—even to survive—it is now. And at this moment you decide to take a year off. Light on the TV screen grows dimmer.

It is not that we will miss what you are doing: "Small World" will continue, catching up with you wherever you are each week, and we are glad of that. Its conversations are provocative. Radio news will suffer a loss, but there will be adequate coverage. And those viewers who must have weekly doses of peeping at the near great in their natural habitat can still watch "Person to Person," unless Arthur Godfrey's illness cancels it. None of this activity made you what you are. It can survive your absence.

What we will miss is what you *could* be doing, what seven years of "See It Now" showed to be an exciting, vital use of TV. It was a white light that illuminated one basic public issue after another: McCarthyism, the Salk vaccine, civil rights, the crisis in the Middle East, the marvel of Marian Anderson's world tour (which, you say, is the "best thing of its kind we've ever done"), are but a handful of the hundreds. "See It Now" could be counted on to enlighten and inform: it told the truth with penetrating clarity. You were able to do it because you had a unique position in the wacky world of television—the prestige of nearly a quarter of a century's broadcasting of facts, a close friendship with C.B.S. Board Chairman William S. Paley, and in Fred W. Friendly a coproducer whose intelligence and ability complemented your own. Because of all this, you had liberal financial support and a free hand for your program, with little interference from management.

The combination worked. "See It Now" won every award in the business. Nobody else, at C.B.S. or at any other network, has come close to its consistent quality. But in 1958 it went off the air and in 1959, having produced only two documentaries, you are leaving. "Maybe C.B.S. let one guy get too big, with too widespread a role in radio and TV," you told me, discussing your plans. "I have reached a point where I am working from memory.... It gets to have a synthetic feel. I have a fear of saying more than I know." You promise to return after a year's look around the world to refresh the mind but with no agreements with C.B.S. for the resumption of any specific program. "I'll just do what they tell me. If I have anything to say over radio and TV—which I have come to doubt over the last couple of years—I'll be better able to do it if I put this year to proper use."

Have you changed, Mr. Murrow, from the "This . . . is London" reporter who won the accolades of two nations; from the man with a social conscience, with a passionate mission to keep people informed? Did the high returns of "Person to Person" make show business more attractive than the struggle to capture actuality?

We choose to believe it is not you but television which has changed. The process is private; only at a time like this is it exposed. Every newspaper and magazine has commented on your sabbatical; there was hardly one that failed to mention that network "big businessmanship" has put program policy into the hands of committee, deadening to individual ardor. C.B.S. Vice-President Sig Mickelson, in charge of news and public-affairs programs, says that this is "absolutely pure fiction. . . . The only change," Mickelson continues, "is that C.B.S. has grown in ten years from a fifty-million-dollar corporation to one of four hundred fifty millions. Where there used to be one set of executives, there are now four." There is an editorial board of eight, a program-plans board of twenty-eight for TV, another for radio; but, Mickelson says, "they do not make program decisions." With all this superstructure it is not hard to see how pure fiction came to be considered fact. Television has become a gigantic industry. There is a note of cynicism in your own comment: "In general I believe bigness is bad, but I also know it is inevitable."

Bigness and success do not seem to cherish your kind of journalism. "Murrow," Mickelson says, "constitutes only a very small portion of our total news output." There is no hint of plans for you or any one of the able news staff to continue in 1960 the tradition you once established. But viewers are not prepared to let your departure go unnoticed; you have had hundreds of letters, so has C.B.S. If you with all your advantages walk out on TV even for a year, it seems doubtful that anyone on any network could do the job.

"Get what you want or you will come to want what you get," G. B. Shaw once exhorted Britishers about their B.B.C. What do you have to say to McCall's readers, Mr. Murrow?

"People who really care about what they see on TV can do something about it. They can see to it that their local station gives them what they want and what they believe is good for their families. Mothers should form committees in their own towns to scrutinize what their station is doing. They can dig up the promises made to the F.C.C.—their files are public property—and compare what station managers said they would do with what comes on the TV screen. Viewers," you continue, "are powerful people. The local station needs them to survive. They can exercise their rights." It is harder to be a militant community citizen than it is to be a respectable, noncontroversial writer of letters-to-the-president; both are important.

You believe that the twenty or more corporations that dominate TV should take some responsibility, too, by turning one or two of their regularly scheduled hours over to the network "to exalt the importance of ideas and information." Since you made this suggestion in the now-renowned "tithe" speech last fall, at least one sponsor has shown interest. "Something may well happen," you say. "If it is but one good program, properly done, it will give viewers another opportunity to demonstrate interest." You hope that if they like the program, they will encourage such sponsorship by "an avalanche of buying the sponsor's product" and another avalanche of correspondence.

The lights are flickering, but they haven't gone out. We will keep faith, Mr. Murrow, with Thomas Paine, who said: "But such is the irresistible nature of truth that all it asks and all it wants is the liberty of appearing."

Sincerely yours,
—ANNE W. LANGMAN

(Continued from page 93)

try. Ed and Larry went along. They were gone two weeks and only slept in a bed once, in San Francisco. "There were no seats in the plane, just mattresses in back, where you went and slept when you were tired," says LeSueur. "When we would stop at a base we'd pick up a flock of hamburgers. Someplace else we got a crate of apricots. We only had one regular meal, in the hotel in San Francisco. The rest of the time we lived on apricots and hamburgers. Murrow thought it was terrific. He and Lacey loved every minute. I lost about twenty pounds. If the vacation had lasted a week longer, I'm sure I would have been dead."

J. P. ("Jap") Gude, who worked with Ed in Special Events during his earliest days at CBS and now acts as his agent on activities outside CBS, such as the "I Can Hear It Now" recordings, has also occasionally been exposed to the rigors of Ed Murrow when he is being a Man's Man.

One summer several years ago Ed and Janet were spending a weekend visiting the Ed Klaubers at Martha's Vineyard. (Klauber originally hired Ed, and is generally credited with being the father of the whole radio-news business.) Jap and his wife had also been invited to dinner. As the evening wore on, the wives became sleepier and the men livelier in reminiscences. Jap, who had strained his leg on the tennis court, wanted to go home and soak it in a hot tub.

Ed Murrow would have no part of that. He said that as a high-school student he had played basketball and football and doubled as trainer when there were injuries. He knew what to do for a strained leg. He took Gude into the library and went to work.

Says Gude, "Ed is one of the toughest-fibered men I have ever known—mentally, morally and physically. Being practically indestructible, he doesn't realize other guys are softer. His fingers were like steel cables. He kept asking me if the massage didn't feel good, and I kept telling him no, it felt awful. I guess he cured the Charley horse, but the next day my leg was black and blue and so sore I couldn't walk for three days. Ever since, I've wondered what kind of a ball club it was Ed acted as trainer for. It was either composed of supermen or permanent cripples."

Ed Murrow was born on a farm near Greensboro, North Carolina, on April 25, 1908. His oldest brother, Dewey, blond and blue-eyed, is now a contractor in Spokane, Washington. Lacey, two years older than Ed and more like him in looks, is the Air Force general. His father, a Spanish-American War veteran, had married a tiny schoolteacher with the bluest eyes he had ever seen, who lived on an adjoining farm. Their national backgrounds were mostly English and Irish, with a little German. Ed's Southern Methodist mother, tiny though she was, ruled her family by copybook maxims like "Honesty is the best policy." Her ambition was strong for all her boys. But so strong was her sense of personal discipline that not until Ed was prominent in radio did she tell him she had dreamed and prayed for years that he'd someday be a preacher.

When Ed was four the family moved all the way across country to Blanchard, Washington. The North Carolina farm was not doing well. Ed's mother suffered from hay fever and asthma, and thought another climate might help her. And distant relatives in Washington had written of the glories and opportunities in the great Northwest. Ed's father, while not an educated man in the accepted sense, had a great interest in the future of the country.

In Washington, Roscoe Murrow did farm work for a while, then got a job in a logging camp as brakeman and, eventually, locomotive engineer. He was an active man, who enjoyed physical work. After he was retired as train engineer, even though all his sons were in a position to support their mother and father, he insisted on taking a job as a night watchman. Ed comes by his liking for work naturally. Besides, the three Murrow boys all had to go to work early to help out. Says Ed, "I've worked ever since I can remember. I can't think of any other life. I'm not sure I'm equipped to have fun."

The Murrow family was never poor in the sense of not having enough food or warm clothing. The three hungry boys ate well—three eggs and bacon and sour-milk biscuits for breakfast. Ed still remembers his mother's biscuits and her fatback and turnip greens ("no expensive meals I've eaten since on expense accounts ever tasted so good"). But they didn't have inside plumbing in the house until Ed was fourteen or fifteen, and they never got a telephone until long after he left home. As a small boy Ed kept his own hogs, drove a line horse on farms and helped put the hay in. As he grew older he drove the school bus and worked "in the woods."

Between high school and college he stayed out a year to earn money, working with a survey gang. He continued this every summer after he went to Washington State. While he was in college he shifted scenery in the school auditorium and worked as a houseboy at the Kappa Delta sorority house. He was top cadet in the ROTC, president of the junior class and president of the student body in his senior year. He was also on the debating team and a star in college dramatics. He made Phi Beta Kappa, the scholastic honorary society. His major was history. His college roommate has reported, "Ed remembered everything. He could sit through classes all week and never take a note, but on Friday night he could rattle off the professor's lectures almost verbatim." Ed adds that he very often didn't own the textbook for the course. He borrowed it, glanced through the lesson and then did a great deal of subsidiary reading. His dream is to take a year off and catch up with the contemporary reading he is missing. Until that time the chunks of history he swallowed in college are standing him in good stead.

Ed was graduated from Washington State in 1930, when he was twenty-two. He has since been offered the presidency of the university but turned it down—as he has turned down similar offers—because he does not feel he is suited to administrative work. Even with his brilliant record at graduation it is doubtful that anybody guessed how far Ed Murrow would go.

His first job was president of the National Student Federation, with headquarters in New York. It paid him $25 a week, but it gave him a chance to travel, as one of his main jobs was running inexpensive student tours. He had been doing that for about two years when he was offered a job with a lumber company in Shanghai. It was a challenge, and he thought seriously of taking it. If another job, as assistant director of the Institute of International Education, had not come up at twice the salary

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(2)

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the Federation had been paying him he might never have made a broadcast. He is still nostalgic about the lumber business.

Last summer Murrow went out to the Northwest on a combination vacation and business trip. The vacation consisted of one day's fishing and a brief visit with his father and mother. Included in the work he did was a story about logging for "See It Now."

"When I stepped out of my rented Cadillac," he says. "I could feel the men looking at me and wondering who the hot-shot TV character was. So I got right down to business. I got hold of the hook-tender and talked to him in the logging-camp jargon you never forget. I think it's one of the few times I ever felt really proud."

In 1940, in London, Murrow hired Charles Collingwood for his news staff. Collingwood had been a student at Oxford and hadn't wanted to go back to America when war was declared. During the process of being hired Collingwood mentioned that he had done some forestry work during vacations.

Murrow asked him sternly, "Can you throw a surveyor's chain?"

"Yes," said Collingwood belligerently. "Can you?"

Several weeks later, after Collingwood had forgotten the incident, Murrow appeared with a surveyor's chain. He threw it. Then Collingwood threw it. Both knew the trick. They shook hands. "After that," says Collingwood, "it was all right. We trusted each other."

Ed's robust father has been partially paralyzed for over six years now and has had to stop work. The television set Ed sent his parents occupies much of his time. But his spirit has not faltered. Last year, when the newspapers noted that Edward R. Murrow's gross income was $211,126.20, his father said laconically, "I don't reckon there's anything dishonest about making money that way, but I must say Ed doesn't talk any more sense than I hear all the time at the corner store."

Janet does most of the letter-writing to his family and his sisters-in-law. Ed declares calmly:

"It is a tradition in the Murrow family that the men don't write letters. I don't think I ever got more than two letters from my father in my life—and those were just four-line notes when my mother was sick. And my brothers and I wouldn't dream of writing to each other. My parents' fiftieth wedding anniversary was the first time in twenty-five years that all of the boys were home at the same time."

Time has mellowed Ed's tiny mother to the extent that she—along with a great many other women who watch him on TV—worries about his health. After the Berlin trip she reported that he looked thin. And once on a show where the lighting was bad she became so concerned that she wrote Ed a long letter warning him he was working too hard and advising him to take care of himself. At the end, however, she canceled out all the effect of the letter by adding briskly:

"But, after all, son, maybe it is better to wear out than to rust out."

In next month's McCall's *the concluding installment will reveal: how Ed Murrow met Janet and why he married her; how he became a vice-president and why he couldn't stand it; how he has risked his own status to help others; how and why he made his biggest mistakes.*

The dear friends

Continued from page 26

We have a dream of a house out on the bay. We really let ourselves go."

Maudie said, "Oh, really? I didn't know. But then, I don't suppose you'd have wanted to live in the same house where he lived with Cynthia." And Stella's oversensitive feelers had picked up the unspoken words: "Not even *you* would do that."

Looking again at her watch, Maudie said, "Oh, golly, I've got to push on. This is the first day I've come in to Centerport in ages and I've mountains of shopping to do. It's really silly that I don't come oftener since it's only forty miles, but you know how lazy one gets in Ridgeville . . ."

She had chattered on brightly, smiling, and anyone seeing them together would have thought it was a pleasant meeting of two friends. Only Stella knew Maudie would never be her friend again. If she ever had been.

She had a compulsion to ask, "How is Cynthia? What is she doing with herself these days?" but some inner delicacy restrained her. And then Maudie had said, looking her straight in the eye, almost defiantly, "Cynthia's just wonderful. Still the same Cynthia. She has a little place on Ridge Street."

So Cynthia hadn't gone back to live in the big old house on Elm Street, Stella thought.

She said, "Say hello to her for me."

Maudie had laughed. "Oh, sure. I'll dash right over as soon as I get back with the news flash. Well, good-bye, Stell. See you."

Only you mean you hope you don't, Stella had thought, watching the plump, retreating back.

And now this morning the Centerport News carried the announcement of Maudie's engagement to Joe Tremaine. (Joe Tremaine, of all people!) Remembering that Maudie hadn't mentioned it to her yesterday made her give a little inward shrug, thinking, It'll be a cold day before any of the Ridgeville crowd invites me to their engagement parties or weddings. And then she added defiantly: So what? It's no skin off my nose.

Bill had joined her then on the terrace, where they took most of their meals in the good weather, and after the maid had brought their breakfast she told Bill about running into Maudie yesterday and about Maudie's engagement.

He said, "Mmm?" absently. "Let me see the financial page, will you, baby?"

Watching his handsome head bent to the paper, she thought, He's not the least bit interested in anything that goes on in Ridgeville. I wonder if he ever thinks of Cynthia?

After he left for the bank that his grandfather had founded, she felt the restlessness nipping at her, like an irritating small dog. She couldn't push the idea of phoning Cynthia from her mind. She roamed the house aimlessly, appraising her possessions, opulent and eye-catching, and pride warmed her blood again. Here she was while Cynthia lived on Ridge Street! She lifted her chin and triumph was sweet on her tongue once more, and envy no longer lived within her.

It was then she decided that she had to see Cynthia. She hurried into the

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The New Statesman and Nation, June 4, 1955

The Other Voice of America

ANYONE rambling round Pawling, in New York State, almost any week-end, would probably notice a tall, good-looking farmer driving a tractor. On the farmer's knee would be perched his son, a curly-headed boy of nine, obviously delighted with the splendid adventure. Unfortunately for the little boy, the adventure only takes place on Saturdays when the farmer, who has other preoccupations, gives special attention to his 280-acre farm, his 75 head of cattle, and the rolling hills and rivers which make Pawling very like the Scottish Border country. His name is Edward R. Murrow, his husbandry confined to the week-end. From Monday to Friday he is responsible, with two assistants, for *This is the News*, a daily 15-minute C.B.S. programme.

To this, Murrow makes a special contribution of his own on any aspect of the world's news he cares to select. It is a well-known programme with a far-flung listening audience. But perhaps more famous nowadays are his two big television programmes—*See It Now*, a Tuesday night affair of which we've just seen in this country a brilliant example from the Grantham constituency, and the Friday night feature *Person to Person*, in which Murrow interviews two celebrities as widely contrasted as Sir Roger Makins and Joe Louis. Since he is also a director of the Columbia Broadcasting System and has a vast correspondence, Murrow is often exhausted when he motors 70 miles to his farm each Saturday morning.

If he is tired it is not surprising. For one thing, the preparation of his programmes is carried out in a certain atmosphere of nervous tension. First his jacket comes off. Then the shirt collar is undone and the necktie left dangling. Finally, cigarette after cigarette is consumed—he smokes 70 or 80 a day—while he strides restlessly about the room dictating intensely to his secretary what listeners will later hear as an easy and flowing conversation. That this will be the result, he knows. But the knowledge fails to relieve a tension and near-discomfort which lasts and indeed increases till the programme starts and the familiar voice gets into its usual confident swing.

More important as a sign of his restless energy, however, are his tremendous capacity for work, his inability to take sufficient recreation and his utter devotion to the duty of reporting and interpreting the world's news. A friend once asked his wife what spare time her husband had during the week. "Oh, golly," she replied, "golly! Why, his whole life is work." The remark is revealing, but Mrs. Murrow was forestalled by her mother-in-law, who once summed up the Murrow philosophy in a sentence: "It is better to wear out than to rust out."

This devotion which Edward Roscoe Murrow gives to the gospel of work started early because it had to. He was born on April 25, 1908, at Greensboro, in North Carolina. His father was a farmer in a very small way who moved to the State of Washington, when young Ed. was seven, to become a logging engineer. For a time the life was hard—life in log cabins usually is—and the boy was soon taught to shoot and fish in order to help the family larder. He also began to earn honest nickels every school holiday by working for local farmers; which is one reason why, as week-end farmer, he greatly enjoys the surprise of his neighbours when they discover that the television celebrity in their midst really does know one end of a cow from the other, and a great deal about the growing of crops as well.

Ed. Murrow's hard-working career, however, is remarkable in every way. After leaving school he went to the Washington State College where, as they say in the United States, he "majored" in history. Like other impecunious students, he also spent his summer vacations working as a guide or woodsman, and once even as a surveyor on a big Government survey. Unfortunately, no matter how hard they all worked, the Murrow family had still insufficient funds to let the young man fulfil his chief ambition and become a lawyer. But this perhaps was just as well, for the wheel of fortune was about to turn in his favour. Soon he became Assistant Director of the Institute of International Education—a body which existed to encourage the exchange of students and professors and the publication of documents in the Institute's field. It was a highly significant appointment since it allowed the young internationalist to meet refugees fleeing from the Nazi terror with a profound sympathy which has never dimmed; and it made Europe a storm centre of the mind. Thus, by 1937, after a spell as C.B.S. Director of Talks, he became European Director at his own wish; and fame, as it turned out, was nearing his threshold.

That Murrow himself consistently got London news and comment through to America during the war years is one of the reasons why he endeared himself to so many listeners in Britain. That apart, the very adventure of it all—like the new adventure of the farm—revealed the complex character of the man. Before the war his affection for the British people and his sympathetic understanding of their way of life had flowered as richly as his hatred of Nazism had deepened. But when the air raids began and Edward Murrow's deep vibrato voice was reaching his fellow countrymen with the confident "This is London," he was performing great service to Anglo-American understanding; and that was a habit of the heart. At the same time he seemed to his colleagues to be taking many unnecessary risks. He insisted, for instance, on broadcasting from aircraft engaged in combat flights over Germany, and sometimes the results must have been incommensurate with his courage.

Yet somehow, like George Washington in the field, he was always stimulated by danger. Hence his coolness as he stood with microphone in hand while all round him bombs were falling and buildings collapsing in flames. Such men are clearly dangerous—to themselves, though they

none the less perform services quite as great as those of many fighting men. In any event, Ed. Murrow, judged by his record, was likely to think that a good reporter could never adequately report experiences which he himself had never undergone. And Murrow, as he covers the affairs of the world, is a very good reporter, otherwise he would never have attained an annual income some fifteen times that of the British Prime Minister. But he is far more than just a reporter of news. In a very real sense he has become to a great many people in America the voice of conscience, the voice—and the high professional technique—which challenged with authentic timing the growing dominance of Senator McCarthy and later brought Dr. Robert Oppenheimer as one of McCarthy's victims to the television screen of a commercially sponsored programme. On such occasions he hazarded his own position, but, fortunately, Ed. Murrow is a man of principle in a not-too-principled world. The Aluminum Company of America which sponsored his most controversial programmes may have, at times, been alarmed by his attacks on McCarthyites, but, by and large, it supported him and disregarded pressure from enemy groups. Murrow—and his sponsors—discovered that honesty pays.

He has also a touch of the showman; which is natural enough. In part this springs from the vast publicity which surrounds his work. It also springs from his past. At college he took great interest in dramatic art. And may be it is that very interest and training which enable him sometimes to make an entrance as spectacular as that of any actress or, for that matter, Sir Winston Churchill or his many other celebrated friends. Most probably, on the other hand, the very honesty of the man makes him smile inwardly a little as he does it. Nor does his integrity ever allow this modest attitude of the showman to interfere with his work. "Never in any circumstances," says an intimate friend of his, "have I seen him embroider the news for the sake of effect, though it must often have been very tempting." By which tokens it looks as if the sense of occasion and the actor's entrance are little more than the natural assertion of a vigorous personality.

Strangely enough, the vigorous and often *very* good-humoured personality has a markedly pessimistic side in times of crisis, as those who spent any time in his Park Avenue flat at the height of his quarrel with McCarthy will remember. He grows gloomy, and lapses into long silences as he ponders the next steps. The dark eyes, too, grow sombre; and since his personal grappling with the crisis—even if it's thousands of miles away in Korea—puts a strain on his thought and energy, the good-looking features tend to become drawn and lined with anxiety. But after all, as the *New Yorker* once said, "Murrow is a man with the world on his back." Which again is understandable. Any man who strives for decency in public life—and this with Murrow has long been a fight against the despotic attitude of mind which McCarthyism stands for—smells evil round the corner much more quickly than the man who does not really care about the fundamental rights of humanity.

What, then, of his future? Anyone who asks that question is likely to get the smiling reply: "Well, I'm going to increase my milking cows from 40 to 60. And perhaps I'd like a little more spare time." But that seems unlikely. For only a minute later he will be saying with a gleam in the eye, "You know, one of the things I'd really like to do is to develop television for children. Why, after all, shouldn't Trieste and Indo-China be made as interesting for children as a Wild West cowboy?"

The Arts and Entertainment

The Comic Muse

THE Comic Muse has been very active in Shaftesbury Avenue lately, and last week, after popping in and out of the Globe almost before she was noticed, she seems to have settled down in three theatres, at the Cambridge certainly, at the New probably, and the Lyric somewhat more precariously. Mr. Douglas Home's comedy, *The Reluctant Debutante*, at the Cambridge, may be judged not the best of the three—both the others are founded on more amusing notions; but it is the one that comes out best all round, largely because it is the only one that is English, with the natural consequence that it is the one that best suits our actors. We are, incidentally, blessed at the moment as remarkably with first-class comedians as we are with classical players. Mr. Robert Morley, Miss Margaret Rutherford, Mr. Wilfrid Hyde White, Mr. Ronald Shiner and Mr. Alistair Sim—these are comedians who can carry a comedy with consummate ease provided anyhow that it is their particular kind of English comedy. Put Miss Rutherford into the airy Anouilh world or ask from Mr. Shiner the nuances of French delicacy, and you can't blame them if your venture is in doubt. And Mr. Morley was surely wise when lately he got hold of an absolutely tip-top French play not to be overawed by its excellence in its own kind but to adapt it ruthlessly and completely to suit his own style.

It may be true that these first-rate comedians deserve better material than they sometimes get, but we should surely be wise, too, to take to heart the gentle reproof which Mr. Terence Rattigan recently administered in the preface to his Collected Plays. There he reminds us that his comedies were consistently treated by the critics as the most rickety of vehicles transformed only by the skill of the actors into superb "goers." How lucky Mr. Rattigan has always been, was the usual cry, in his casting! No one who re-reads these wonderfully deft and skilful contrivances would say the same now. At worst they would say how clever of Mr. Rattigan to write lines so perfectly suited to the talents of his cast. With this in mind I hesitate a long time before setting down that Mr. Douglas Home's comedies even seem thin. If *The Chiltern Hundreds* and its successor appeared very slight indeed, wasn't it anyhow slightness of just the very kind Mr. A. E. Matthews wanted? If the texture had been denser, would the performance have been better?

Equally, no doubt, it is the superlative ease and dexterity with which Miss Celia Johnson and Mr. Wilfrid Hyde White handle their lines—sliding them across to us with an effortless ease that is sheer delight—which brings up the epithets "thin" and "slight" in connection with *The Reluctant Debutante*. But if we substitute something like "airy" and "light" and add the comparison to something like a *soufflé* we shall see that Mr. Home has done just what's wanted, provided a mixture gauged precisely to the last ingredient and left the actors to cook it up into a perfect finish. *The Reluctant Debutante* is, actually, not quite perfect: there is a noticeable sag in the second scene. But it picks up quickly and it does provide as neatly turned a little after-dinner comedy as one could want—and that is no small achievement. Miss Celia Johnson is an obsessed Knightsbridge mother launching a daughter with all the ruthless insensitiveness of her kind, and deadly is the accuracy which she brings to bear. Mr. Hyde White is the less engrossed husband who steers the venture to its proper conclusion with the quiet aplomb of his perfect balance. Anna Massey, Jeremy Longhurst and John Merivale do nicely.

The importance of the right material is well demonstrated in *My Three Angels* (from the French via the States), in which Mr. Ronald Shiner all but accomplishes the seemingly impossible of being the one to ruin a show. This comedy has a very neat and charming notion behind it. It goes far towards persuading us that the ends can justify the means, taking the extreme case of murder and taking it twice. The play is set in Cayenne, in the 1910s, and the three Angels are three convicts who in the most delightful fairy godmother way use their natural talents for crime to rescue a nice incompetent old shopkeeper and his family from the clutches of a rapacious cousin and his repulsive son. The whole point of it is really the gentle and endearing way in which the murderers commit their two murders and the forger especially his forgeries, enjoying the exercise of his native skill for once in a good cause. Mr. George Rose and Mr. Nigel Stock get the manner to perfection—notice the sad, distant, out-of-this-world gleam in Mr. Rose's rheumy eye. But Mr. Shiner is built on his own line, brash, vulgar, Cockney and inimitably funny given his head. Irrepressibly English he cannot submit to a poodle clip, yet a vulgar, bouncing healthy mongrel is an impossible member of this trio. It doesn't work.

Finally, *The Remarkable Mr. Pennypacker* at the New. This pure-bred American comedy also set in the early nineteen hundreds amused the audience very much more than it did me. Again there is an excellent notion. The philo-progenitive Mr. Pennypacker is adored by his large family who are proud of the Shavian principles by which he conducts his life. Even his wife is indulgent until, after a very slow build-up, a brilliant first act curtain reveals that his principles have been at sea in the matter of family morals and everything else. But the author really rather funks the implications of this time bomb, puts in a great deal too much sugar for my taste, and cheats badly at the end. Doubtless the play would go better in its native idiom. Miss Eliza-

The Journal of Education

JUNE

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CBS' 'Hear It Now' Presents Voices

By JOHN C. TWITTY

A TALL, dark-haired man with a wrinkled brow sat at the microphone in the small, sound-proofed studio reading a script in a muffled voice. His red suspenders, marked "Boston Police" where they criss-crossed his back, glowed against the white of his shirt. Once in a while he glanced up and looked at the two men on the opposite side of a double thickness of glass. "Hear It Now," one of radio's most unusual news programs was in rehearsal.

The man in the red suspenders is Edward R. Murrow, who, with Fred W. Friendly, produces and writes an hour-long news broadcast for the Columbia Broadcasting System. Perhaps "writes" is the wrong word, since the only written part of the program is the continuity. This connecting link welds the various parts of the program into a cohesive unit.

"Hear It Now" is best described in the words which open the program every Friday night at 9 p.m. on WCBS:

> Hear it now. The Columbia Broadcasting System and 173 affiliated radio stations present a document for ear, based on the week's news and the men and women who made it. All the voices and events you will hear are real and are presented as they were spoken—in the heat and confusion of a world in crisis.

Raw News Is Exciting

Aptly named, this "document for ear" conveys a feeling that is hard to describe. It proves, as a "New York Times" writer said, "that news in the raw can be exciting radio fare without help from flamboyant predictions or malicious gossip."

But despite the smoothness of the program—with its calm, realistic approach and lack of editorializing—a lot of work goes into the production of this one hour program. Ed Scott, news editor of "Hear It Now," described the operation as very similar to a newspaper, differing only in the method of gathering the news.

From all parts of the world, CBS reporters file their copy by tape recording. David Schoenbrun in Paris, Charles Collingwood in Washington, Bill Costello in Tokyo, and many others in all parts of the world send their recordings by plane to New York every week in time for the broadcast.

From the Korean battlefronts, reporters in the field record on-the-spot news on their portable machines and send it to Tokyo, where the recording is transmitted over a closed circuit to CBS, New York. By this method, it is possible to get battle reports as late as Friday. The result is an up-to-date audio document which the hearer feels he is participating in.

The average work week begins on Monday when assignments are made by the news editor. And by the middle of the week, Scott said, "Everybody gets into the act."

Busy Agenda For Staff

Conferences go on all day Wednesday despite interruptions:

¶ Phone calls from a guy in Detroit who wants to know when his expense check will be mailed.

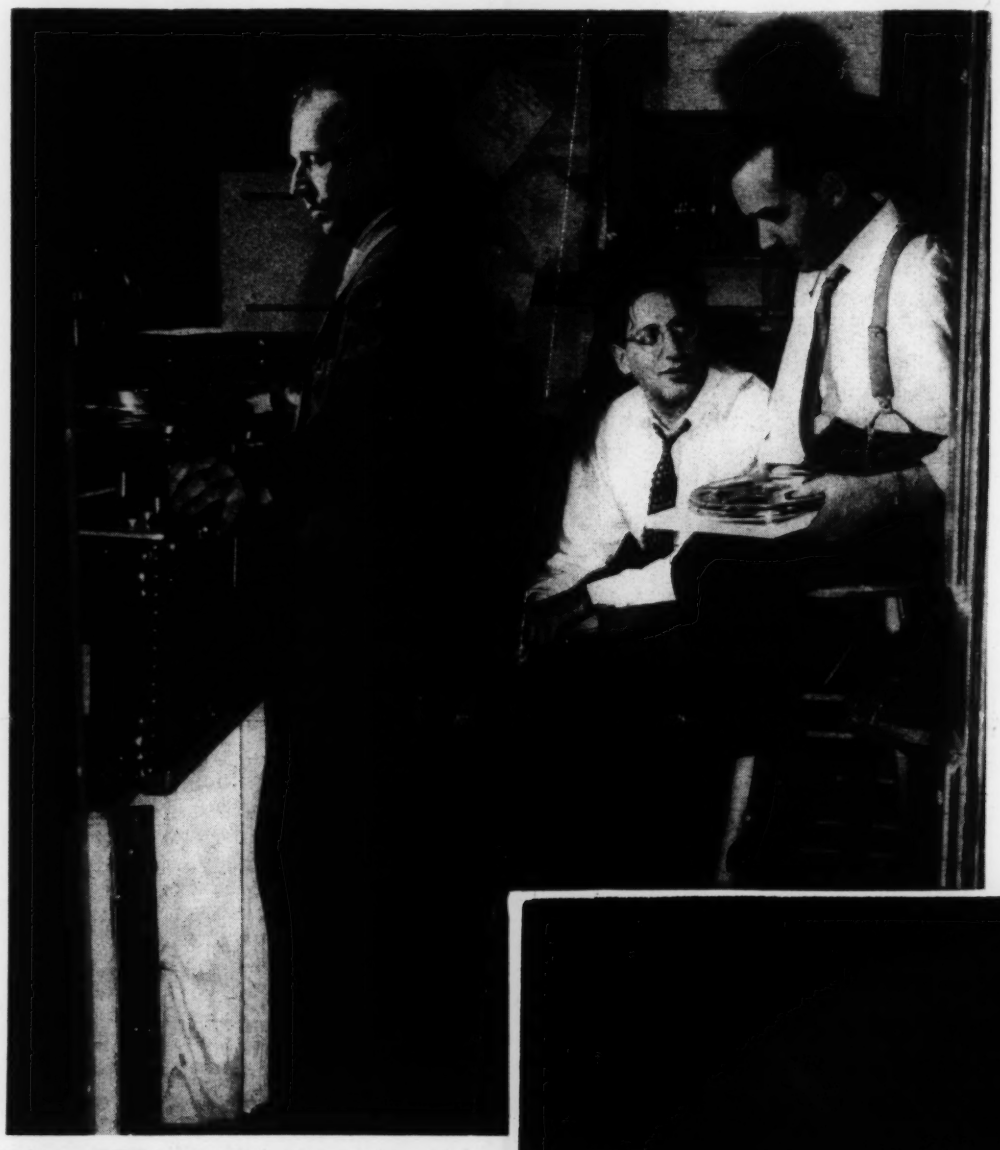
¶ A copy boy is sent out to La Guardia Field to pick up the latest batch of recordings from Europe.

¶ A secretary breaks in to tell Scott that Klein's department store is on the phone.

¶ "Check the Balmain-Klein segment of the program," somebody yells.

Yet the whole operation keeps moving along.

No one is very formal about it. The producers and engineers walk around coatless, shirt sleeves rolled up and ties askew.



Tapes are run through for overall content, and safety copies are made in case something happens to the original.

By Thursday, the first draft of the script is written and Fred Friendly cuts and edits it. After the editorial conference, Murrow begins work on his commentary which will tie the program together.

Friday Is 'Air' Time

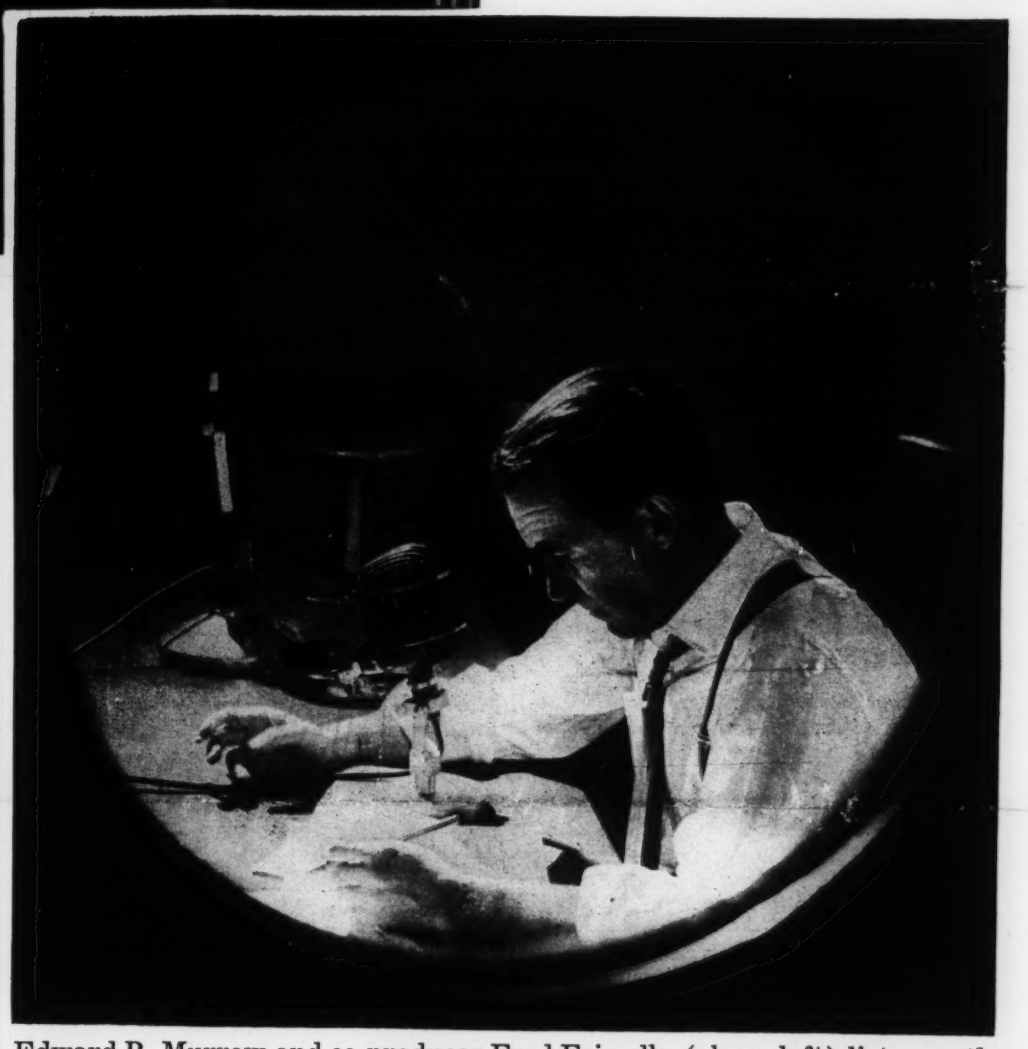
Things are pretty well settled by Friday morning, except for the final recording and spot news which may break late in the afternoon. With the continuity script, Murrow enters the studio to make what he calls his "mumble rehearsal." By mumbling his words, Murrow saves his voice for the final recording, and at the same time, he gets the program into shape so far as timing and continuity are concerned.

Barring important news breaks, the program is ready to be "put to bed" soon after 6 p.m. Friday. Music, commentary and editorial pieces are dubbed in for the last time, and at 9 p.m., the program is ready for broadcast.

But even now the worry, strain and hard work is not over. Scott explained that one of the occupational hazards of tape recordings is the fear that the cellulose tape will break in the middle of the broadcast. "It hasn't happened yet, but we expect it any time," he said.

If it should, the safety or second copy of the tape would be switched over to the "live mikes," and the program would go on with little loss of precious air-time. The safety copy is always run about five words slower than the original, in case such an accident occurs.

When 10 p.m. rolls around and the program is finished, plans are started for the next program. "It's exactly like a newspaper in this respect," Scott said. "After it's all over, we throw the stuff away and get ready for the next edition."



Edward R. Murrow and co-producer Fred Friendly (above left) listen as the tape recording of the new CBS show "Hear It Now" is played on the airways. Murrow (above right) goes through "mumble" rehearsal for show.

The typical finished product is well-integrated, with no impassioned oratory or slanted point of view. The news is spiced with the actual voices of the people who made it.

As the opening theme music fades away, the well-modulated voice of Ed Murrow fades in to tell the happenings of the week. And almost imperceptibly, Murrow's voice fades out to make way for the people who made the news.

The voice of a French saleslady purrs: featured, among others, the voices and events involving Franklin D. Roosevelt, Winston Churchill, Joseph Stalin, and "Madame, the ha[illegible] you, madame." T[illegible] fades in again and exp[illegible] listening to a saleslady in [illegible] shop of Balmain in Par[illegible] Easter bonnet. The next voic[illegible] he says, will be that of a sale[illegible] Klein's 14th Street store in New Yo[illegible] City.

Recordings Recreate Scene

The strident New Yorkese voice rasps: "It's just made for you, *dearie. Very Chick.* You look like a doll in it. No, *dearie,* we can't send it. Not at these prices, *dearie.* You'll take it? *Dearie,* it's a copy of a Paris original. That'll be ten ninety-five, *dearie!*"

The pace, the style, the realism is all there. You are in Balmain's slick Paris salon one minute, and in the next, you are transported to the less fashionable, but no less busy, Klein's.

The program then flows into the highlights of the Kefauver Crime Committee hearings. And the wonderful drama of the scene is caught again.

The success of the program stemmed from the wonderful recordings made after the war, called "I Can Hear It Now." It Fiorello H. La Guardia. It gave a brilliant review of the war years and the period which followed.

"Hear It Now" has definitely caught on. One radio critic has called it "one of the finest ideas to come up in a long time." Another said that it "struck a note of integrity."

The public will find it a genuine report of the most important events of the week related by the people of the week—movie stars, prime ministers, politicians, gangsters, gun molls and heroes. They're all there and you can "Hear It Now"—just the way they said it.

Edward R. Murrow of CBS: 'Diplomat, Poet, Preacher'

Back in 1948, when saloons that needed clientele were the TV-set manufacturers' best customers, television seers had already announced that a newscaster on radio would soon be obsolete. Television could *show* the news. These industrial forecasters turned out to be quite as wrong as the political pollsters of that year.

No other medium can touch TV when it comes to describing arranged sight events (political conventions, ball games, dog shows, *et al.*). But television has not replaced radio in up-to-the-minute, comprehensive news reporting. It is not likely to. A TV commentator can, of course, talk into a camera about the latest news flash. But this is radio news that happens to be on a screen; it is not television news, which by definition requires a picture of the event. Radio can almost always keep higher on top of unpredictable incidents (one definition of one kind of news) than can TV. And, compared to television, which has to pay for mobile units and then stop and add up its time charges and film and cable costs, radio as a news dispenser is quite cheap.

Formula: Du Mont, the smallest American TV network, has never seriously tried to present real news. ABC-TV, always a news-conscious network, attempted to program four and a half hours a week on an $8,000 budget. No go. NBC-TV, with more money and more facilities than any of its rivals, has John Cameron Swayze. As one newspaperman put it: "All NBC needs is Ed Murrow." He was referring, of course, to See It Now, the weekly half-hour TV show on CBS, and, of course, to Edward R. Murrow, the man who narrates it and helps plan it.

Edward Roscoe Murrow (see cover) and his co-producer, Fred Friendly, have devised a formula for TV news that seems to many to be so far unbeatable. After their first show in the fall of '51, Friendly claimed that "we just look good by default." They still do. Long before the première, Murrow had come to the conclusion that "there is one thing TV can do—take people places where they're unlikely to get," and See It Now spends no time on studio conversations. Murrow and Friendly make no attempt to handle anything like all the news of the week, or even all the high lights. They choose, instead, to concentrate on a few subjects in their half hour, and, sometimes, to accent the peripheral rather than the main action. Their Eisenhower Inauguration coverage showed street cleaners going to work after the parade and Republicans hunting their cars after the balls were over. Their cameramen are instructed to stick, as far as possible, to close-ups. And the people in the close-ups are supposed to have something to say. The news ideas for the weekly show come from Murrow and Friendly, their crews, their assistants, and their friends. The show has won a Peabody Award and more intelligent and continuing viewers than anybody could shake a really accurate TV yardstick at.

Staff: Few of See It Now's standards could be upheld without a large, active, and talented staff. Four camera crews, each with a photographer and a sound man, work full time for the show. Two reporters, Joe Wershba and Ed Scott, help hold down the news front. All CBS correspondents everywhere are available, and extra footage from News of the Day comes in every week. These people and their equipment cost money. As Murrow puts it: "In this lousy business it costs 500 bucks to take the cover lens off the camera." The sponsor, the Aluminum Co. of America, which can almost always dig up $500, provides some $20,000 a week for the show. CBS has to make up a difference "too often." When Murrow, six other reporters, and twelve camera crews went to Korea to prepare the unforgettable "This Is Korea—Christmas 1952," Alcoa provided an extra $65,000, and CBS anted up $15,000. The network may not be delighted with the financial aspect of See It Now, but, characteristically, it knows a prestige show when it owns one.

An added attraction is the relationship between Murrow and the sponsor. The board of Alcoa bought See It Now after one lunch with Murrow and without seeing an audition film. President I.W. Wilson went farther: He wanted Murrow to report if he objected to any commercial, and he wanted Murrow to delete commercials if the show warranted the time. "I was still curious," Murrow says, "as to what would happen the first time we threw it out. Nothing happened."

Since then, he has dropped it four times—probably creating no bad will for Alcoa. When See It Now presented a report on iron ore (tantamount to Dorothy Collins singing "Be Happy, Go Lucky" on

Christmas in Korea: Murrow doesn't stay in studios and talk

the Camel News Caravan), Murrow never heard a word from Alcoa. On March 8, on their own, Murrow and Friendly are going to produce a commercial for Alcoa free of charge.

Murrow has the same luck with his radio bankroller. The American Oil Co., which sponsors his nightly newscast over most of the country (the Hamm Brewing Co. picks it up in ten Western states), has never objected to Murrow's eliminating Amoco commercials in the interest of the news—something he has done on numerous occasions.

Voice: Murrow, a slim and tall (6 foot 1), dark-haired man with a furrowed brow, is now 44. Christened Egbert Roscoe, near Greensboro, N.C., he moved to Skagit County, Wash., when he was six. His parents still live there, and one of his brothers, Dewey, is a successful contractor in Spokane. His other brother, Lacey, is a brigadier general in the Air Force. Egbert was a chubby, round-faced kid with the biggest voice in Skagit County. He used to tell Dewey that he got the fewest spankings because his neighborhood-wide hollering embarrassed the household. Murrow's latter-day colleague Eric Sevareid called it cold when he said: "Murrow was born to broadcast."

Murrow's first public speech was an unscheduled one at a PTA meeting. Each mother was to make a brief comment on a current problem, and when the chairman called on Mrs. Murrow, little Egbert jumped to his feet to report that he and his brothers had trapped a rabbit the day before and sold it on the way home. The address is said to have made a great success.

The Murrow family was not rich. The senior Murrow, a farmer in Greensboro, became a railroad engineer for a logging

1945: Janet, Ed, and Casey at the mike

company in the state of Washington. Egbert took a year off after high school to earn money to go to college by working in the woods on a survey gang. After his freshman year at Washington State College, he shifted scenery in the school auditorium and served as houseboy at the Kappa Delta sorority house. He was serious-minded, seldom dated, and didn't care for athletics, although he played a little golf. Ed Lehan, now a Spokane attorney, who roomed with Murrow for the four college years, says that "he had a photographic mind. He could sit through classes all week and never take a note, but on Friday nights he could rattle off the professors' lectures almost verbatim."

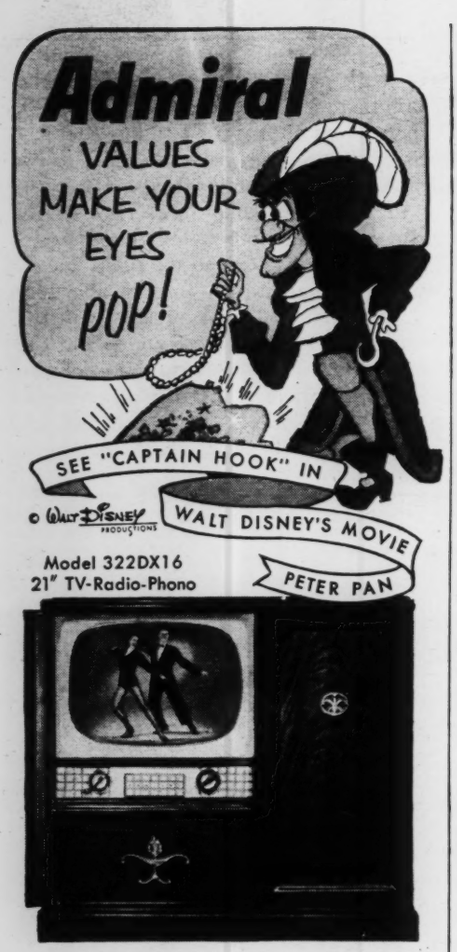
Egbert changed his name to Edward after his sophomore year, became president of the junior class, and was student-body president as a senior. He was the top cadet in the ROTC, noted for his firm and effective parade-ground voice. He also was the best debater on the campu and the No. 1 man in dramatics. Hi voice caught the fancy of a little cripple WSC speech teacher named Ida Lo Anderson, who made him her protég and perhaps did more to perfect hi vocal delivery than any other persor When, during the blitz, Murrow wa abroad for CBS and broadcast This I London, Miss Anderson caught ever program. Murrow asked her to cable hir collect each week with criticisms. Sh occasionally had some, but always sei them air mail. Miss Anderson, who die during the war, suggested that he pı more emphasis on the subsequently s norous "*This*." Murrow's present "This the news" is not only his unregistere trademark but practically antiphonal.

Murrow was 22 when he received h Phi Beta Kappa key and his B.A. history and speech—his only earned d gree (he now has five honorary docto ates). He then became president of t National Student Federation in New Yo at $25 a week, and made two tri abroad to study. Two years later, he w made assistant director of the Instit of International Education.

Talks: In 1935, Edward Klauber, t executive vice president of CBS and former New York Times man, hir Murrow as director of talks and educ tion. Klauber, whom Wells Church, n head of CBS radio news, calls "the gc father of the whole damn radio-ne business," sent Murrow to London director of foreign talks. CBS being wit out any other men abroad, Murrow, wi a secretary and an office boy, was t European bureau. He and radio were unimportant that "I couldn't even go an American press club meeting, let alo

Newsweek Photos—Ed Wergele

Collaboration: Murrow and Friendly talk TV while Aaron and Zousmer help out with radio



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be a member." (He was elected president in 1945.)

At first Murrow merely arranged for important people to speak and set up cultural programs. Then, to combat NBC's more extensive coverage (two men), he hired William L. Shirer. (The CBS staff today is knee-deep in Murrow men; he has since hired Wells Church, Eric Sevareid, Larry LeSueur, Charles Collingwood, Dick Hottelet, Bill Downs, Howard K. Smith, Charlie Shaw, and Cecil Brown.) When Hitler moved into Austria and the authorities refused to let Shirer speak on the air from there, Murrow flew from Berlin to Vienna in a chartered plane, rode a streetcar into town, received permission, and delivered his first news broadcast. Except for one brief period after the war, when he served as vice president in charge of news and public affairs, he has not stopped since. Now a member of the CBS board of directors, Murrow's first love is broadcasting. He has "no mind for budgets, no heart for firing people."

News: Murrow's broadcasts from London during and after the blitz made a great score in the world of the radio-news business. So did his broadcasts, after the United States entered the second world war, from North Africa and Europe. He got to know his top boss, William S. Paley, in wartime London. Paley recalls: "His entrée was just fantastic, and he was full of inside information. Everybody had a genuine respect for him, and they would come clean with him. It seemed he was almost the most important American there."

Since 1945, Murrow, the boy who was born to broadcast, has continued his radio program, except for his short tenure as vice president. He and a staff of five (Jesse Zousmer, his news editor; John Aaron, his researcher; and three girls) turn out a show that is heard by 1,750,000 radio listeners every night. See It Now, according to the Neilsen rating, is seen as well as heard in almost three million homes each week. (When Walter Winchell first went on ABC-TV, his rating was nearly double Murrow's, but he is now below Murrow.)

Features: In addition, Murrow has narrated the three "I Can Hear It Now" albums which Fred Friendly compiled, and introduces This I Believe, the daily five-minute radio program that features prominent people explaining their philosophies. Murrow wrote the introduction to the best-selling book (more than 200,000 copies sold) of the same name that Simon & Schuster published. He conducts the annual CBS year-end show on both radio and television. Last week he was also busy planning a new television program, a live-interview show featuring Murrow talking to newsmaking people throughout America.

Murrow, his handsome wife, Janet,

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This Sunday...(Mar. 8)

Pimpinella—Touching tale of a doll in a world of fantasy. German-made film features puppets photographed with "stop-motion" technique.

This Sunday...(Mar. 8)

Lodging for the Night—Robert Louis Stevenson's tale of a bizarre incident in the life of Francois Villon. Starring Yul Brynner.

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for the unusual in products!

This Sunday...(Mar. 8)

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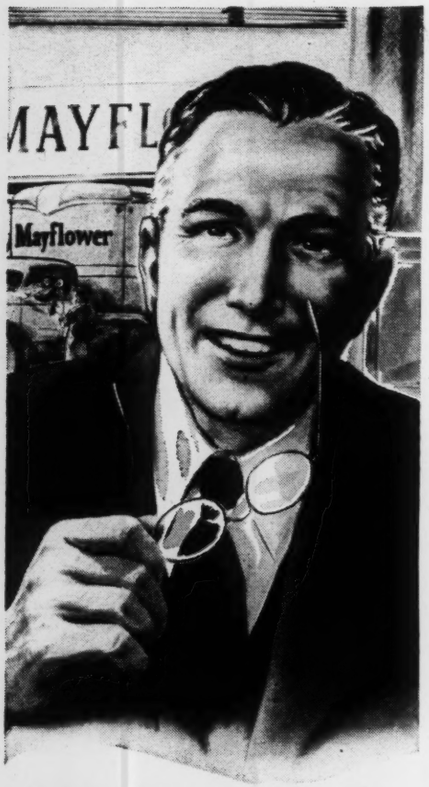

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whom he calls Köchin (German for cook), and their 7-year-old son, Charles Casey, live most of the time in a large Park Avenue apartment. Since Casey entered the first grade, he has stopped joining his father on his annual Christmas broadcast. They spend part of each week end at their "log cabin," an eight-room house on a hill near Pawling, N.Y., where Murrow cuts brush, hunts, fishes, and plays golf (sometimes with neighbor Lowell Thomas).

Casey, it is said, was in favor of General Eisenhower in the last Presidential campaign. Who was his father for? Who, indeed, is CBS for politically? Two fifths of his mail accused him of being pro-Ike. Three fifths of his mail called him pro-Stevenson. Murrow's answer to the total criticism of his broadcast content: "Nobody can be wholly impartial, but you must discount prejudice and not reach a conclusion unless you try to trace the facts that led you to it." Murrow is also accused of being gloomy, portentous, and even pompous by some of his most severe viewers and listeners.

Not severe is Fred Friendly, a burly, loose-jointed dynamo of a man who deserves more credit for See It Now than he gets. "I don't kid myself. Even what I do myself, I do in his [Murrow's] name. I can move mountains through him and with him. Whatever Wershba or Scott or I do, we try to live up to Murrow." Friendly, whom Murrow describes as "the only man I know who can take off without warming his motors," was left in New York at Christmastime to cut the 77,000 feet of Korean film down to 6,000. "When I was editing it, I found that my decisions were unconsciously *his*. With all my exuberance and vitality, I'm coming to understate like him. He's a big spirit; you can't help being dominated."

A civil-defense executive who asked Murrow to narrate an information film explained that he had picked Murrow because there are three voices in the United States that people really listen to—Bishop Sheen's, Arthur Godfrey's, and Ed Murrow's.

Murrow's colleague, Eric Sevareid, wrote of him in "Not So Wild a Dream" in 1946: "He is a complex of strong, simple faiths and refined, sophisticated intellectual processes—poet and preacher, sensitive artist and hard-bitten, poker-playing diplomat ... He could absorb and reflect the thought and emotions of day laborers, airplane pilots, or Cabinet ministers ..."

Paley, boss of Murrow as well as of CBS, certainly is satisfied: "Murrow measures up as a broadcaster, a writer, and as a thinker—especially as a thinker—as well as any man I know. He hides, on the job, his own personal feeling, and never takes advantage of his privileged position except maybe from time to time and then unconsciously."

And so, curiously, it is said, is Sen. Joseph R. McCarthy satisfied. He is quoted as observing that he wished every radio and TV commentator were as fair as Ed Murrow.

Murrow may have everything.

Peace in Pawling: Murrow swings while Lowell Thomas takes time out

Owner of Kansas Drive-In Market Purchases New Compressors — Chooses Frigidaire

"I changed my remodeling plans when Frigidaire's first Commercial Meter-Miser Compressors arrived in town," says V. L. Champion, owner of the Drive-In Market, 501 North Broadway, Wichita, Kan. "I'm glad I specified Meter-Misers instead of the other compressors I'd planned to use. My new Meter-Misers are very efficient and take up very little space. In the future, I plan to change all my compressors over to Meter-Misers."

Funderburgh, Inc., Wichita, sold and installed this equipment.

Meter-Miser Compressor

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What Else Announcers Do

Concluding one of his news broadcasts last week, Edward R. Murrow (CBS, Mon. through Fri., 7:45 p.m. EST) took occasion to say a gracious, neighborly farewell to his announcer, Ernest Chappell, who is pulling out of Campbell's Soup. At the same time, Murrow provided an interesting inside view of what else an announcer does besides announce:

"Now I would like to talk about radio announcers, particularly those who announce news programs. Maybe many of you think they just announce commercials supplied by advertising agencies, but this is not the case. Often the announcer is the only tangible audience the commentator has, for he is the man across the mike, the only one you can see. You walk into the studio when the big red hand is sweeping the face of the clock for the last time. A good announcer is likely to say: 'What have you got tonight?' and you reply: 'It's a turkey, there is no news, and what there is has been written badly and the end result will probably be merely a contribution to confusion.' And the announcer says: 'It can't be that bad. Sit down and give it a reading' and while you read he listens and seems interested.

"When you fluff a line or get a backlash on a sentence and it begins to strangle you, he grins and shrugs his shoulders and says with his eyes: 'Go on, let it alone. If you go back for a second try it would be worse anyway and it wasn't as bad as you think.' And occasionally, not too often, this good announcer, when the big hand has gone around the clock fifteen times and the program is off the air will turn to you and say: 'You had a couple of minutes of pretty good stuff in that show tonight.' With a good announcer you always feel that if your throat closes up or you go crazy, you can throw the copy and penciled notes and he will carry on and get you off on time. That's the kind of announcer Ernest Chappell is. After tonight, he will not be announcing this news broadcast and I wanted to take a minute of your time to say my thanks to him. Thanks, Chappie, carry on."

Again, Molly

Last week in CBS's big TV studio 41 in New York a plump matron, her head swathed in a towel, sat in a simulated sweat cabinet while before her a collection of outsized ladies tortured themselves with other reducing machinery. Her temporary immobility didn't faze Gertrude Berg. With a headmistress's authority, she flipped orders at the cast, the camera crew, and anybody else in range of her dark eyes. Another performance of The Goldbergs show was about to get under way—this one involving Molly's futile efforts to lose weight.

For twenty years Mrs. Berg has run The Goldbergs—from 1929 until 1945 on radio, then for nearly five months on Broadway in the play "Me and Molly," and since Jan. 17 on television. Not only does she own the whole kit and kaboodle, but she writes each script, casts it, plays the leading role of Molly Goldberg, and supervises the show's production. For video she had entrusted formal control to Producer Worthington Miner and Director Walter Hart, but she lets no one forget she is boss.

It must be a good idea, because The Goldbergs (CBS-TV, Monday, 9:30-10 p.m. EST) is a warm, human, humorous show, consistently just about the best drama in television. To cash in on its popularity, Sanka Coffee last week began sponsoring the program.

Mrs. Berg at her new stand

The scripts spring from the life of Jake Goldberg of the dress business, his wife, his two children Rosalie and Sammy, and his wife's Uncle David. So real do they seem that studio technicians rarely bother to distinguish between Philip Loeb and Jake, or Eli Mintz and Uncle David; nor do they call Mrs. Berg anything but Molly.

An energetic woman who rises regularly at 6:30 a.m. "to get everything done," Mrs. Berg belies her Park Avenue apartment and Bedford Hills, N. Y., estate. A millionairess, she looks and acts like Molly Goldberg. Before she started in video she had time to frequent the same places as average Bronx housewives, thus picking up fresh flavor for The Goldbergs. Mrs. Berg would like to do that again. But with her video success, she explains: "It is hard, darling. Everybody now is getting to know what I look like."

Press Newsweek - 3/29/54

Television in Controversy: The Debate and Defense

"Ideally, in the case of controversial issues, the audience should be left with no impression as to which side the analyst himself actually favors."
Paul White, executive editor of San Diego's station KFMB, speaking in 1943 when he was head of the Columbia Broadcasting System news.

"They'll have to rewrite the definition of journalism now. No greater feat of journalistic enterprise has occurred in modern times than that performed by Ed Murrow last Tuesday."
Broadcasting and Telecasting magazine, March 15, 1954.

These two statements suggest the distance that the radio-television industry has traveled as a conveyor of political thought in scarcely more than a decade. Within a matter of hours after Edward R. Murrow (see cover) had finished his now-famous CBS See It Now show on Sen. Joseph R. McCarthy, it was clear to a great many people that the editorial velocity of radio-TV had been suddenly accelerated, that a conspicuous milestone along a somewhat wandering route had been reached.

A Higher Perch: Murrow, once a vice president and still a director of CBS, spoke from a higher perch than run-of-mine radio-TV commentators. He is also a policymaker for a major network, and was presumed by many to be speaking for others as well as himself. There are those who believe that anyone less than a director would never be permitted so much freedom.

The public response left no doubt as to the political opinions of those who made their views known, but they left one big question unanswered:

Berryman—Washington Star

Is it right in principle for television to take a clear stand on one side of a great issue?

Radio-TV, despite all regulations, certainly is not free of any taint of bias. There have been many programs arguing one side or the other, and many commentators have made a good thing out of propaganda. But no political show so damning as Murrow's McCarthy program had ever been done, and no voice had such force of position behind it. And this raised another question:

If it is ethical for TV and radio to line up in favor of, or against, an individual politician or a political wing, then what should be the ground rules under which the reply can be made?

Nothing in the law requires Murrow or CBS to grant equal time for reply in a case like this, but in most such instances, the opposition gets a chance to answer. The Murrow show, however, injected a complication in this respect:

Would McCarthy be able to reply adequately to the drama that Murrow had staged? Murrow could respond to this that he had only used McCarthy's own words and actions (the show consisted principally of film of McCarthy in action, edited to illustrate Murrow's own arguments that McCarthy uses the half-truth and committee-room persecution to gain his ends). But how often would an individual or group that believed itself injured by editorialized television be able to come back with an equally effective dramatic presentation of its case?

A Match for Murrow? No one familiar with McCarthy's sense of showmanship, his nimble reflexes, his superb talent for battle, could doubt his capability to defend himself, especially since Murrow had laid down no conditions on how the reply was to be made. But how many public figures are there who can match a gifted TV man with equally forceful presentation?

Going beyond showmanship, radio and television, while employing many of the techniques of press and theater and offering in numerous cases the same product—information and comment—are in a fundamentally different position. Radio-TV uses the air, and the air is public property.

From the beginning, this difference

Most Major TV Stations Say 'Let's Take Both Sides'

Nine major TV stations polled by Newsweek held to the tradition that the medium should be strictly impartial. Five indicated a belief that radio and television ought to editorialize, at least to the extent of the Murrow shows. The following is a cross-section of the views of local stations queried:

▶"We believe television should not take sides but should fairly present controversial issues. We attempt to offer both sides in the same period and by qualified exponents ..."

▶"Television stations ought not to take any sides in political or controversial issues..."

▶"We believe radio and television should take sides by honest expression of editorial opinion."

▶"Sure, we do it every day ..."

▶"We should adhere to the regulations as set forth by the FCC, and render the best possible service to our listeners. We believe we should not take sides."

▶"Television is a medium to convey the facts on both sides so that the public may reach its own decisions."

▶"As long as opinions are clearly labeled as such I think it is a healthy and progressive step for TV to have an opinion. To have an opinion is to have character."

▶"Presentation of both sides of a major issue wherein the public can draw its own conclusions is deemed highly desirable by this station."

▶"Just as NEWSWEEK, in addition to carrying straight news, carries columns by such men as Raymond Moley, who are identified by their by-lines—and thus express their own opinions over and above those of your magazine—we at this station identify commentators as such, as distinguished from newscasters... and have tried to distinguish between facts and opinion."

▶"Television, the greatest mass medium ever conceived, should not compromise its tremendous possibilities for public service by adopting editorial policies. Instead, the industry should energetically encourage the use of facilities for serious examination of controversial issues by commentators and advocates."

▶"There is nothing in the ... act ... which gives the commission any control on program content of stations. We believe that radio and television stations should share the same freedom of expression and the privilege of taking sides which have been enjoyed by the American press since the founding of our nation ..."

▶"We have never felt that television should take sides ..."

was recognized and the radio industry was based, therefore, on government license, instead of outright ownership. In exchange for the license, the radio people agreed to abide by certain rules, or at least to respect accepted practice where the rules were not clear, and always to operate in the public interest.

The Playing Field: The result, for a long time, was that radio fell over backward to avoid crossing the visible and often invisible lines of the playing field. In 1932, for example, one network blanked out the Lindbergh kidnapping story all through the night it broke on the ground that the news was "too sensational." Up to 1935 no large news service did business with radio at all, and not until 1941 did the Associated Press decide to supply news to the medium which now challenges the press as the chief conveyor of information. In 1943, the year that White of CBS gave his definition of the "ideal" impartial news analyst, another CBS official expressed the considered opinion that the day of the news commentator was over.

These timid advances and hasty retreats simply reflected the public attitude, as expressed in Washington. In the Federal Radio Commission, later replaced by the Federal Communications Commission; in the courts; and in the minds of thoughtful public officials there was no agreement as to how far radio should go in matters of controversy, even whether it should go at all.

Murrow himself appears confident of his ground in the McCarthy case.

The opinions of others in the industry are mixed:

T. F. O'Neil, president, chairman of the board, Mutual Broadcasting System: "We, as station owners, have never attempted to establish an editorial policy analogous to the editorial page of a newspaper, but we feel that any attempt to prevent individual commentators from expressing their interpretation of local, national, or international events would be a disservice to the public . . ."

Robert E. Kintner, president of ABC: "Local station managers still don't editorialize very much, and no network is going to editorialize just because the president or the board chairman has certain views on a subject.

"The situation is not analogous to a newspaper's because there is no one place on the air to editorialize as there is in a paper . . .

"There is more to be concerned about in reaching decisions about television because of its impact. But no one is going to be able to use radio or TV facilities as demagogues."

Willian S. Paley and **Frank Stanton,** chairman of the board of directors and president, respectively, of CBS: "In the pattern of mass communications as part of the fabric of freedom, we believe that

Murrow Calls It 'Reporting'

Newsweek—Ed Wergeles

Murrow with Radulovich (whom he defended) and McCarthy

Four pretty girls sat under a sign lettered "SIN" (for See It Now), on the seventeenth floor of CBS in New York. They sorted piled-up mail and delegated it to even more boxes. Fred W. Friendly, See It Now's big, loose-limbed coproducer, hurried in and out. Down the corridor, in a small, quiet corner room, sat the man who was the focal point of all the ruckus.

Ed Murrow, whom Variety had just that day called "practically . . . a national hero," looked just the way he does every afternoon—loose tie, solemnity, and all. His office was unchanged except for a long-needed coat of white paint and an extra pile of unanswered correspondence. It was still as unlike most CBS executives' offices as ever. Where the others are carpeted and furnished and picture-hung until they could illustrate any decorating magazine (one is so trim it doesn't even have a desk), Murrow's nook bespeaks the man who uses it. Murrow refers to his office with a wave of his hand as "this pig sty."

No Crusade: Behind his desk, the 45-year-old Murrow talked about himself and the controversy he had sparked. Weighing his words, as always, and shifting around—hiking his feet up, hunching over and inspecting the floor—he explained his thoughts on the controversy raging around him.

He firmly denies that he is conducting an anti-McCarthy crusade: "I am just doing a job of reporting. The last thing I want to do is to take the privileged opportunity I have five nights a week on the radio and two on television to attack this man. The moment I start to use my opportunity to agitate against McCarthy or against antivivisection or against anything else, then I've lost whatever standing I have as a reporter."

He answers his critics, who say he poses in a cloak of objectivity and then slants the news: "See It Now is a weekly documentary for television; it has never been designed to present hard, fast-breaking news. And we followed the CBS policy of fairness. We labeled the McCarthy show controversial and we offered the senator time to reply. We leaned over backward to be fair."

Murrow realizes that television could be an instrument of evil in the wrong hands. "Would Hitler," he muses, "have been bigger and faster if he'd had TV? Would it have helped Huey Long?" But he sees no need for any change in the rules that govern controversy on the air: "The public is alert enough to do its own policing."

'No Violence': "Clever film cutters and trick shots can distort," he admits. "Just a camera angle can. It frightened me at first." But he has confidence in himself and his staff. "We take extreme care in the editing of our film. I did [McCarthy] no violence."

Murrow even professes wonderment at the impact of his McCarthy report. "I didn't say anything I haven't said many times before on the radio and on the Radulovich show [when he successfully opposed the Air Force expelling Lt. Milo J. Radulovich as a security risk]. I imagine it was McCarthy's words and McCarthy's picture that made the impact." And he denies that his program marked "TV's coming of age": "No single show can change the whole medium." He also disclaims any claim to courage: "It's a sad state of affairs when people think I was courageous."

dium finds much of its circulation, yet no one suggests that this warrants a policy of forbidding newspaper or magazine editorials."

▶**Ted Bergmann,** managing director of the Du Mont Television Network: "On Du Mont news programs, we strive to present a true and accurate picture of men and events of the day. Our news editors and newscasters are under instruction to make their newscasts as objective, as factual, and as comprehensive as is humanly possible... But the bare outline—the headlines of the day—such as can be set forth in a five- or a fifteen-minute newscast is not enough."

▶**Rosel H. Hyde,** chairman of the FCC: "I believe editorializing on TV is acceptable, consistent with the commission's opinion that it should be fair and impartial. The question of the radio-TV commentator versus anyone who does not have the same skill at using the medium boils down to a matter of fair play."

NBC declined to comment.

The divergence of views within the industry indicates that no hard and fast rules can be laid down for the future. The consensus of authorities is that there are two choices:

1—A law that clearly establishes the rights, privileges, duties, and restrictions applying to the medium in the area of news (instead of changing and ambiguous opinions of a Federal commission) or

2—The continuance of the existing method, which means leaving the police job up to the industry itself.

Chances are the latter course will be followed. No one expects that radio-TV will revert to the early pattern of delivering simple news bulletins to the public.

If anything, the recent Murrow shows are likely to be imitated. Television people follow a winner, and Murrow has won some popularity prizes with his treatment of news and controversy. But there is risk as well as profit in controversy. TV feels the public will decide how far the medium should go. But TV is subject to regulation. Congress has the power to step in, if it chooses, and answer, once and for all, the question: "Should television take sides?"

TV Extravaganza

Bright spot in TV coming:

A Rodgers and Hammerstein extravaganza that could equal the famous Ford Show of last summer. The 90-minute songfest on NBC and CBS Sunday, March 28, from 8 to 9:30 p.m. EST, will include tunes from "Oklahoma!," "Allegro," "Carousel," "South Pacific," "The King and I," and "Me and Juliet." The singers: Mary Martin, Yul Brynner, Ezio Pinza, Tony Martin, Rosemary Clooney, and John Raitt. And, for comedy: Jack Benny, Groucho Marx, and Edgar Bergen with Charlie McCarthy.

Humphrey and Charlemane are two in a thousand

Battle in the Morning

There are no time-outs in the fight between the radio-TV chains. Having battled the competition at night and through the normal business hours, CBS is now getting up early in the morning (7 a.m.) to meet the challenge of NBC's Today. The new CBS program, The Morning Show, is a two-hour compendium of the elements that seem to be de rigueur for the early hours—news, features, interviews, remote pick-ups, the time, the weather, a little straight entertainment, and a lot of chitchat.

One difference between the two eye-openers was the critical reception. Today's debut was greeted with nearly unanimous hoots. But by last week the radio-TV editors were inured to reviewing at 7 a.m.; and, though bleary-eyed, they were gentle.

So far, the choice between the two programs is a simple one: Do you prefer Dave Garroway or Walter Cronkite? And which is more fun for breakfast, the chimp named J. Fred Muggs or the puppets manipulated by Bil and Cora Baird?

Ad-libber: Walter Cronkite's admirers, legion since his TV performance during the 1952 national conventions, can now see him in action for ten hours a week—a great improvement over the few moments he's on camera narrating You Are There. And it's just the beginning of his TV spread. Later this spring he will also film a weekly half-hour news show called Eye on the World. On that he will return to his first and chosen profession of newsman. In the morning, however, Charles Collingwood reports while Cronkite ad-libs his way through the lighter stuff. "That's the way this business has gone," he says; "you have to show your versatility." He also has to deliver commercials for the first time in his radio-TV career—and converse with Humphrey the Houn' Dog and Charlemane the Lion.

Scene Stealers: It's no chore to talk with Charlemane (who answers courtesy of Bil Baird). In fact the puppets stole all the rave notices for The Morning Show, just as Muggs sometimes steals the scene from Garroway. Although both Bil, 48, and his wife, 42, had their doubts about being the ideal competition for "that monkey"—"our work is pretty sophisticated, adult stuff"—their puppets' cavorting to recorded music hits just the right note in the morning.

With four routines to think up and work out for each show, the Bairds with their staff of ten spend all afternoon and evening trying to keep ahead. If they're lucky, a routine takes only two or three hours of rehearsal (like their wonderful spoof of Eartha Kitt singing "C'est Si Bon" in which a cat lounges on a couch, picks little men up in her teeth, and spits them out). Others that require more puppets and a lot of dancing can take nine hours to choreograph and rehearse.

With 1,000 puppets hanging all over their home and workshop (a reconverted carriage house near the Hudson River), the Bairds can let up on the designing. But finding the right songs to work with is a time-consuming chore. Love ballads are rejected. "How can you do a love ballad?" Bil asks. "We have to have songs we can satirize." And, working in the morning, the Bairds are sticking to fast music. They're taking no chances on sending anyone back to sleep. It's a safe bet they won't.

RADIO IN REVIEW

Notes on the News

By Edward R. Murrow

Edward R. Murrow, who recently resigned as vice-president of the Columbia Broadcasting System, was one of the most able and respected radio news commentators of World War II. His introductory phrase "This—is London" will forever remind hordes of his listeners of the London blitz of 1940 which he vividly described. He will return to active news broadcasting in the fall. Here he voices some opinions of the responsibilities of radio newsmen. . . . JOHN CROSBY.

"My first exclusive," as the lady says on the radio.

I think the readers of this column ought to know that, so far as I know, John Crosby was the first to suggest in print that some useful purpose might be served if radio undertook reasoned and responsible criticism of the press. Such a project had been under consideration for several months at C. B. S. The program has been on the air 6:15 p. m. E. D. T. Saturdays for ten weeks. Mail response has been commendatory and the ratio about one-hundred to one. Much of this correspondence is marked by a reaction which might be summed up as: "It's too good to be true," "it can't last," and "do you think you can get away with it for very long?"

"C. B. S. Views the Press" was undertaken on the assumption that mutual criticism would be beneficial. The program will remain on the air. If C. B. S. news makes a serious mistake, the gentlemen of the press may be expected to let their readers know about it, and that would be a healthy thing, too.

The networks are relaxing their restrictions against the use of recordings. This will require new skills in the networks' news rooms. The editing of records, the writing of proper transitions and the presentation of a coherent quarter hour made up in part of a "live" voice and partly of recorded material, is not easy. I am persuaded that a political convention, hearings before a Senate Committee, or a meeting of the U. N. Assembly, can be presented in this fashion in half an hour, whereas an on-the-spot broadcast of the proceedings would require several hours. Right now WQXR is doing a first-class job in this field with its "United Nations Newsreel" at 11:30 a. m. E. D. T. Tuesdays through Saturdays.

* * *

There is a tendency among broadcasters to congratulate themselves on the job radio did during the war, and I suppose it is true that certain skills and individuals were developed between the time of the Anschluss and the surrender in Tokyo Bay, but I think the testing time for radio news is right now. It is certainly easier to report a battle or a heavy air action than it is to report clearly and fairly and interestingly the provisions and implications of the Taft-Hartley bill or the Marshall plan. A little courage, a certain ability to write the language of speech, a basic knowledge of military science and tactics and an interest in people, combined to make a pretty fair radio war correspondent. It was as important to be in the right place at the focal point of interest as it was to be able to write skillfully and talk well.

Today the foreign correspondent requires, in addition to curiosity and the ability to go without sleep, a knowledge of history, economics, political philosophy, languages and even law. The current crop of foreign correspondents has another fundamental problem—and the good ones recognize it. They are, almost without exception, talking from countries that are lean to a country that is fat. There is almost no common denominator of experience between the people with whom they live and talk and work and the people to whom they are talking in this country. Even the meaning of common words has changed. A word like "shortage" here may mean that it is a little tough to get a new car, but in most of Europe it means that it is mighty difficult to get most anything. Our black market involves only a few things that cannot be regarded as essentials, while the whole economy of several European countries rests on the black market.

* * *

It is difficult, if not impossible, for the foreign correspondent to convey to us the fear with which Europeans view the onset of another winter. That is because most of us were warm and comfortable last winter. The men with microphones abroad are trying to sort out the intricacies of domestic French politics for us when many of the French do not really understand them. Every reporter is influenced by the atmosphere and the climate of opinion in which he works. Many develop emotional allegiances to the countries in which they are stationed. It would seem to follow that foreign correspondents should be moved frequently, for it is obvious that it is no longer enough to know a single country.

As we in this country come more and more to realize that what happens abroad affects us directly in terms of taxes and security, the foreign correspondents will have to do a job of translating that will be, I think, without parallel in terms of its importance to the informing of the American public. This in turn will require a greater degree of sophistication on the part of the listener. It is surprising how many listeners will conclude that a reporter, doing his level best to explain the problems and the philosophy of a Socialist or Communist state, is advocating that philosophy and recommending it to us over here.

The American radio listener has become accustomed to fast switching from capital to capital. That started at the time of the Anschluss and I suspect that listeners are no longer impressed. The tendency now seems to be to switch abroad only when the reporter there can produce eyewitness or background material not available from other sources, and that is a good thing, too, for it means that the mechanics get less in the way of the broadcaster.

It is often said that w best-informed nation on do not know about that know that we have acce information than any ot There is a difference.

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3/14/54

NEW YORK HERALD TRIBUNE

Senator Too Busy

Murrow Bids McCarthy Appear on 'See It Now'

Edward R. Murrow, news commentator and a director of the Columbia Broadcasting System, offered Sen. Joseph R. McCarthy yesterday "all or any part" of his thirty-minute "See It Now" television network program Tuesday.

The specific offer was made in response to an inquiry from the Wisconsin Republican, who was the subject of Mr. Murrow's program Tuesday. At the outset he offered Sen. McCarthy free time for rebuttal.

In Manitowoc, Wis., Sen. McCarthy said he would not be able to appear on the program but would ask a representative to speak for him. The senator was quoted by the United Press as saying he would be too busy at that time to accept Mr. Murrow's invitation. He said he would be busy preparing a Milwaukee speech that night which will be a reply to Adlai E. Stevenson.

In a telegram to Mr. Murrow, Sen. McCarthy said: "While I don't waste time viewing your show, I understand you are offering me equal time to answer your attack on me. My office informs me that no such offer has been received. It is possible that such an offer was sent by you and misdirected. If so, I would appreciate receiving a duplicate."

"In answer to your March 12 telegram and in accordance with my offer and CBS policies, we will make time available to you on the same program and network this coming Tuesday, March 16. You may use all or any part of the period occupied by 'See It Now,' less the time customarily used by me in introducing and closing the program and the time allotted to commercial messages.

"I will make no comment on your statement in the time used by me during the broadcast, but naturally reserve the right to comment subsequently.

"You may make your appearance in either our Washington or New York studios."

He added that CBS representatives would meet with Sen. McCarthy or his representative here or in Washington at "the earliest possible moment" to make necessary arrangements.

In making public the telegrams Mr. Murrow referred to Sen. McCarthy's attack upon him Thursday on a Mutual Broadcasting System network radio program.

Senator Strikes Back

Sen. McCarthy started replying to his attackers on a radio program Thursday evening. He accused Adlai Stevenson and Sen. Flanders of speaking untruths. He called Edward R. Murrow one of the "extreme Left-Wing bleeding-heart elements of television and radio."

McCarthy struck back at the Army on Friday. He accused the Army of attempted blackmail. He said John G. Adams, the Army's counsel, threatened to disclose its report about the Schine affair unless McCarthy called off his investigation of the Army.

The basis of McCarthy's charges was a series of memorandums from the subcommittee file, which he made public. The memorandums were mainly to the Senator from his staff members, Roy M. Cohn and Francis P. Carr, purporting to sum up conversations with Army people.

One unsigned memorandum, dated Nov. 6, 1953, said that Secretary Stevens "asked that we hold up our public hearings on the Army. He suggested we go after the Navy, Air Force and the Defense Department, instead." Adams was said to have offered to furnish "leads" to "plenty of dirt."

Stevens said the charge was "utterly untrue." Adams joined him in saying the charges were "fantastic and false."

Republicans and Democrats on the subcommittee joined in demanding a full inquiry into Cohn's conduct, and his dismissal if the Army's report was correct. The embattled McCarthy left Washington to make a speech, indicating that he might call a subcommittee meeting Tuesday.

Hits Stevenson, Murrow, Flanders

Tribune 3/12/54

McCarthy in Broadcast Calls Critics Untruthful

From the Herald Tribune Bureau

WASHINGTON, March 11.—Sen. Joseph R. McCarthy, R., Wis., charged his critics with untruths and possible Communist ties in a nation-wide broadcast tonight and reiterated his intention to disagree with his party when he thinks it is wrong.

Appearing as a guest on the fifteen-minute news commentary of Fulton Lewis jr., broadcast at 7 p. m. over the 560 outlets of the Mutual Broadcasting System, Sen. McCarthy replied in turn to criticism by Adlai E. Stevenson, 1952 Democratic Presidential nominee; Edward R. Murrow, news commentator; Sen. Ralph E. Flanders, R., Vt., and, by implication, President Eisenhower.

In response to questions by Mr. Lewis, Sen. McCarthy struck back at his critics on the following terms:

Mr. Stevenson, he said, made a "strictly untrue" statement when he said in a speech on Saturday before a Democratic rally in Miami Beach that "only one alleged active Communist" has been found in Federal employ. Sen. McCarthy said his Senate Investigations subcommittee had uncovered "a long list," and named three:

Edward M. Rothschild, a former bookbinder in the Government Printing Office, dismissed last summer; Mrs. Ruth Wiener Levine, a clerk in the Federal Telecommunications Laboratory at Nutley, N. J., and Mrs. Doris Walters Powell, a former Army employee. All three lost their jobs after they invoked the Fifth Amendment before the McCarthy subcommittee.

Of the nation-wide telecast by Mr. Murrow on Tuesday night that dealt critically and at length with the McCarthy career, Sen. McCarthy said he never listened to commentaries by the "bleeding heart element," but wanted to discuss "Mr. Murrow's background."

"I hold in my hand," the Senator said, "a clipping from 'The Pittsburgh Sun - Telegraph' of Feb. 18, 1935." The clipping, he said, showed that Mr. Murrow had been an American adviser to the summer session of Moscow University. Mr. Murrow, then assistant director of the Institute of International Education, participated, the Senator said, in an institution de-

Continued on page 10, column 3

Broadcast

(Continued from page one)

voted to "the violent overthrow of the established social order."

"This may explain," Sen. McCarthy said, "why Murrow week after week feels that he must smear McCarthy. Maybe he feels that, having been on the advisory council of Moscow University, he should worry about the exposure of some of his friends.

Asked about Mr. Murrow's charge that he had mislabeled the American Civil Liberties Union as subversive, Sen. McCarthy said the commentator hadn't "told the truth" because the organization has been cited by the California Committee on Un-American Activities. Mr. Murrow said, however, that it has not been cited by any Federal agency, and it has not.

Murrow Reports Speech

Mr. Murrow went on the air tonight with his regular newscast over CBS radio half an hour after Sen. McCarthy spoke. He reported the McCarthy speech briefly, and added: "My personal reaction and perhaps some corrections will have to wait for some other time."

Later Mr. Murrow issued this statement: "When I have read the text of what Sen. McCarthy had to say about me, I shall attempt to deal adequately with his most recent half-truth."

Another of Mr. Lewis' questions dealt with the speech Tuesday in the Senate in which Sen. Flanders charged Sen. McCarthy with seeking to "shatter" the Republican party. Sen. McCarthy limited his reply to a memorized quotation from Abraham Lincoln which he has used before. Its sense is that all the armies of Europe and Asia cannot conquer the United States, but that if it is ever destroyed, it will be from within.

Sen. McCarthy's reassertion of his intention to disagree with his party whenever he felt he should came in response to a question about a charge by Mr. Stevenson that he had "divided" his party. Mr. Stevenson also charged that the Administration had accepted "McCarthyism" as a formula for success.

Replying that he had been critical of the Democrats because of their willingness to go along with their party policies, whether they were "good or bad," Sen. McCarthy said: "I don't think the nation can survive if we say we must have unity above all else. I have disagreed with my party before and I will again. I sincerely hope my party will not adopt the Truman-Stevenson policy that we must place party before country and have conformity at all costs."

Yesterday, President Eisenhower at his news conference praised Sen. Flanders for doing the nation a "service" by calling attention to "the danger of us engaging in internecine warfare and magnifying certain items of procedure and right and personal aggrandizement." The President described Mr. Stevenson's charge that the Republican Party had become half-McCarthy and half-Eisenhower as "nonsense."

Sen. McCarthy reiterated for the radio audience his previous denials that he is "at war with the Army." While 99 per cent of military personnel are "loyal Americans," he said, "there are Communists in it."

The interview with Sen. McCarthy filled the full time on Mr. Lewis' broadcast tonight. In the nine by twelve-foot studio with them were Roy M. Cohn, chief counsel to the Senate Permanent Investigations subcommittee, which the Senator heads, and Donald L. Surine, of the subcommittee staff.

WOR, Mutual's New York affiliate, reported it had received 773 telephone calls backing Sen. McCarthy and 318 against, following Mr. Lewis' program. It said it also had received "several hundred" telegrams, which supported Sen. McCarthy in about the same ratio.

Sen. McCarthy announced tonight, before he went on the air, that he will reply to Mr. Stevenson's speech at 10 p. m. on March 19 over five individual radio stations that have offered him free time. He said the offers were received from WJMJ, Philadelphia; WNMP, Evanston, Ill.; WTNJ, Trenton, N. J.; WPAC, Patchogue, L. I., and WILM, Wilmington, Del.

However, he said neither tonight's broadcast nor the offer from the individual stations will affect his complaints against the CBS and NBC networks for refusing him time to answer the Stevenson speech. The two networks granted time to reply to the Republican National Committee, which selected Vice-President Richard M. Nixon to give the Republican reply on Saturday night.

March Tribune

CH 12, 1954

Murrow Issues Reply To McCarthy's Charge

Edward R. Murrow, news commentator for the Columbia Broadcasting System, issued a statement last night from C. B. S. offices, 450 Madison Ave., replying to Sen. Joseph R. McCarthy's references to him earlier on the Fulton Lewis jr. radio program over the Mutual Broadcasting System. His statement follows:

"In 1935 I was assistant director of the Institute of International Education, an organization engaged in the exchange of students and professors between this and foreign countries. In this capacity I was a member of the advisory committee for a summer school in Moscow.

"In addition to the Senator's reading of a newspaper article published eighteen years ago, Fulton Lewis jr. more recently broadcast similar information, and various versions of both these stories were widely mentioned in former Sen. Frank Graham's campaign in North Carolina in 1950.

"In actual fact, the summer school was canceled by Russian authorities before it began. Those graduate students and professors who had signed up for the schools spent the summer traveling in the Soviet Union, an activity which was not then and is not now illegal. I did not accompany this group of distinguished educators.

"The Senator's reference to the American Civil Liberties Union is another example of his so familiar technique.

"In a recent television broadcast I actually said: 'The Attorney General's list does not, and has never listed the American Civil Liberties Union as subversive, nor does the F. B. I. nor any other government agency. And the American Civil Liberties Union holds in its files letters of commendation from President Eisenhower, President Truman and Gen. MacArthur.'

"The junior Senator from Wisconsin accuses me of lying his contention being that the A. C. L. U. was listed by the California State Senate Committee Investigating Un-American Activities.

"I specifically stated, 'the Attorney General's List,' 'the F. B. I.' 'and any other government agency.'

"I shall attempt to deal adequately with Sen. McCarthy's latest reckless handling of the truth on the radio tomorrow night."

Coast Reaction Favors Murrow

Special to the Herald Tribune

HOLLYWOOD, March 11.—Edward R. Murrow's profile of Sen. Joseph R. McCarthy on his "See It Now" television show telecast to Los Angles Tuesday night has set a record for audience responses at CBS-TV here, with a large majority of the calls approving the broadcast. Harry Ackerman, vice-president of network operation said today.

Immediately after the telecast and continuing until noon today 2,003 calls were received with 1,973 complimenting Mr. Murrow and thirty for Sen. McCarthy. Of the callers, 812 requested a rebroadcast of the program.

RADIO AND TELEVISION

Edward R. Murrow's News Review, 'See It Now,' Demonstrates Journalistic Power of Video

11/19/51

By JACK GOULD

A striking and compelling demonstration of the power of television as a journalistic tool, lifting the medium to a new high in maturity and usefulness, was provided yesterday afternoon with the première of Edward R. Murrow's program "See It Now" (3:30 P. M. on the Columbia Broadcasting System.)

In its emotional impact, sensitivity and drama, the commentator's thirty-minute review of the week's news was in all respects a magnificent achievement—absorbing in its exploitation of video's technical capabilities and human and revealing in its understanding and point of view.

At the very opening of the program, Mr. Murrow did more to demonstrate graphically the potentialities of video than ever had been done before. For the first time the viewer sitting at home was able to see the waters of the Atlantic and Pacific oceans on the same screen. With a flick of the switch in the studio, a camera in San Francisco picked up the Golden Gate Bridge; then a camera in New York showed the Brooklyn Bridge.

Slowly the San Francisco camera switched over to Alcatraz Island and it was followed by a sight of New York's skyline. On the West Coast the scene changed to Telegraph Hill and the San Francisco skyline; back here the camera picked up the Statue of Liberty and the Narrows leading out to the Atlantic.

In less knowing hands than Mr. Murrow's, the simultaneous pick-ups on the two coasts might have been only an amazing stunt, but he also pointed the meaningful moral: television is a medium to be approached in humility.

The body of the news program was on film, much of it especially taken for the program, but, thanks to the editing of Mr. Murrow and his colleague, Fred Friendly, it was a far cry from the conventional newsreel. There were "shots" of Phime Minister Winston Chuchill speaking in London, of the ordinary person's deep desire for peace. From the United Nations in Paris there was shown Foreign Minister Anthony Eden's affirmation of British support of honest disarmament proposals.

But it was a filmed colloquy between Mr. Murrow and Howard K. Smith, Columbia's correspondent in France, that gave the sequence a sense of immediate reality. Mr. Smith noted wryly that "mutual ill will is entirely unimpaired," but that more countries were bringing their international problems to the U. N., in itself a forward step for civilization.

On the home front, Mr. Murrow showed a hilarious bit of film involving Senator Robert A. Taft of Ohio, candidate for the Republican Presidential nomination. It was a close-up of the Senator's face while he was attending a dinner at which Senator Everett M. Dirksen of Illinois declared that the next President must be first an American and then a Republican. The look of complete satisfaction on Mr. Taft's face at that moment was a classic visual cameo. And Mr. Murrow let it speak for itself.

The last half of the program was devoted to a documentary film that C. B. S. had taken in Korea. It showed all the hardship, good humor, and tension of the average soldier's existence at the front. The film was tough and real, but always thoughtful. And Mr. Murrow's sparing comments cut to the viewer's heart. When the film showed the G. I.'s digging their foxholes, he remarked: "If you dig before dark, you have a better chance of living until light."

Then came the climax. One by one the soldiers stepped before the camera and merely gave their name and home town. Mr. Murrow reported on what had happened to the company since the film was made: fifty casualties. With searching eyes Mr. Murrow looked straight at the camera and said that some of the wounded might need blood. "Can you spare a pint?" he asked.

To television, in short, finally has come Mr. Murrow's rare feeling for the value of understatement in reporting the news and telling the facts as they are. Those qualities obviously were a source of inspiration for all who contributed to the success of "See It Now" and, more important, to the persons privileged to watch their efforts.

Television had a taste of its true glory yesterday.

Marie Torre Reports

'Biography of a Missile' Called Murrow's Best

If the quiz show scandal and other matters of TV sham can be reduced to their proper perspective for a moment, there is a CBS project afoot, worthy of far more attention. This is a program, one year in the making, motivated by the altruistic concern that "what the American people DON'T KNOW may kill them." Yes, Virginia, there are high-minded as well as unconscionable men in TV!

Marie Torre

In the case of the aforementioned project, the square shooters are **Edward R. Murrow** and **Fred W. Friendly**, who have collaborated on an hour-long program about a missile ("**Biography of a Missile**," it's called) that promises to be as dramatically exciting, at least, as a "**Playhouse 90**" show; much more so, of course, when you realize that one is fact and the other fiction.

As Mr. Friendly tells it, "About a year ago, Ed and I arrived at the conclusion that the all-important subject of ballistic missiles wasn't getting the viewing attention it deserved because the topic was treated in broad, general terms. As a result, the viewer got lost in a maze. Since he couldn't possibly understand what it was all about, he exercised the privilege of tuning out.

With an O. Henry Ending

"What we decided to do was to tell the story of a missile, from blueprint to outer space. Just as Ed Murrow says at the beginning of the program, we had no idea whether the missile would go up or fizzle out when we began shooting film at Cape Canaveral. It's a case history that details all the planning, all the human effort and anxiety that goes into the preparation and launching of one missile, and I hope viewers will sweat this out as they do a play of suspense on 'Playhouse 90.' I wouldn't want the outcome to be known in advance, but I promise you there's an O. Henry ending. In one segment, we lived through a traumatic moment that moved Murrow to the point of shock, and it's all on film. I would call this Ed's most effective job since the Battle of Britain.

The missile program will be the first of six to ten "CBS Reports" specials, and it will be presented Tuesday night at 10 (mark the date well). Such authorities in the field as **Dr. Wernher Von Braun, Dr. William Pickering, and Dr. James Van Allen** will be on hand to explain and demonstrate rocket flight.

Edward R. Murrow

"What goes into a missile," Friendly continued, "is something the American people must see. Take the countdown, alone. The countdown actually takes twelve hours, from midnight to noon, and it's read from a sixty-five page book. It's an examination of everything—a whole cantata, like a Leonard Bernstein concert. Except in this case, one bad note and $5,000,000 blows up. Oddly enough, most of the mistakes are sixty-cent errors, never a great technical error."

Being one of the advocates of public affairs programming in prime evening time, Friendly looks to the coming program as a test of viewers' interest. "If shooting a live missile into outer space for keeps," he said, "isn't more interesting than shooting a Colt .45 into a nineteenth century villain, then the producers of Westerns know their job better than we do ours. We don't want to replace Westerns as a programming form. We want to be their equals."

• • •

Caesar Lifts "Steel Hour" Rating

The **Sid Caesar** show on "**United States Steel Hour**" this week gave the series its highest rating in its TV history, a Trendex average of 20.7. Ironically, Caesar was taken off weekly TV several seasons ago because of low ratings. . . . Reportedly because of the poor quality of film, the filmed messages of **Prime Minister David Ben-Gurion**, of Israel, and **Prime Minister Kwame Nkrumah**, of Ghana, will not be shown on "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday. . . . **Producer Harry Salter**, whose "Name That Tune" was swept away with all other quiz-game shows on CBS, is still at work on a replacement show. He was asked to develop one during the week following "Name That Tune's" cancellation, but he declined to meet the deadline on the theory that haste makes waste. "**Masquerade Party**" is now in the late show's spot.

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2 Resign 'Person to Pe

(Continued from page one)

we were hopeful that you would make an effort to set the public record straight.

"It is unfortunate that while seeking to explain the network's high moral position to the public you have been unable to find the means to rectify a rank injustice to us, our loyal staff members and the more than 500 guests who have appeared on the program in the past six years."

Messrs. Aaron and Zousmer, producers of "Person to Person" since its inception six years ago with Edward R. Murrow at the helm, will be released from their assignment as soon as CBS can replace them. Dr. Stanton answered the above letter from the producers as follows:

"My statement that in the future we want all CBS programs to be exactly what they purport to be was certainly not intended as a slur on 'Person to Person,' its producers and staff, or on the many guests who have appeared on that program. Indeed, it referred to a production practice for which, as I have admitted, we at CBS have been at least as responsible as anyone else.

"All I have asked of you is that you inform the viewing public of the production practices on 'Person to Person' so that the program can be exactly what it purports to be."

In Washington, a spokesman for Mr. Rogers, who recently underwent an operation and will not return to his post until next week, said that the President's request for an investigation would be complied with and a report made to the President at its conclusion. He said the Attorney General's investigation would "not necessarily" await the completion of the Congressional hearings, scheduled to be continued on Nov. 2.

Van Doren to Testify

At that time, Charles Van Doren, winner of $129,000 on the now defunct "21" quiz show, will testify. It was expected that Louis G. Cowan, president of CBS-TV and creator of "The $64,000 Question" before getting his network post, would testify, but he entered a hospital yesterday for treatment of a thrombosis in his left leg.

CBS has already dropped quiz shows and give-away programs. The National Broadcasting Company, whose quiz shows have been the chief targets of Congressional investigators, yesterday pledged its full co-operation to the Attorney General in his investigation. The American Broadcasting Company, which has not been involved in any charges, had no comment.

Earl W. Kintner, chairman of the Federal Trade Commission, said yesterday that quiz show rigging indicates a need for more self-policing by broadcasters and warned that the industry's failure to keep its house clean would lead to Congressional action. Addressing the annual meeting of the Audit Bureau of Circulations, Mr. Kintner expressed the hope that there would be no need for restrictive legislation, and that the industry would provide its own safeguards.

Eisenhower Asks Quiz Probe

'Person to Person' Officials Resign Over CBS 'Slur'

John A. Aaron and Jesse Zousmer, co-producers of "Person to Person," resigned their post yesterday in indignation at CBS president Frank Stanton's claim that the program falsely endeavored to create the illusion that it was spontaneous.

Dr. Stanton's statement was made Tuesday, as part of a proposal that the broadcasting industry review programming schedules to eliminate audio or visual misrepresentation.

Yesterday in Augusta, Ga., President Eisenhower described the rigging of television quiz shows as a terrible thing to do to the American public, and said he had asked Attorney General William P. Rogers to look into the matter.

The President said he was not a quiz show fan and knew only what he had read during the investigation. He said that if charges of rigging are true it would be a terrible thing.

Dr. Stanton noted in his statement that guests on "Person to Person" have known the questions that would be asked in advance. He suggested that in the future, guests should either be denied advance questions or the audience should be told the show is rehearsed.

In a letter to Dr. Stanton yesterday, Messrs. Aaron and Zousmer said:

"We regret that you find yourself unwilling to correct your unwarranted slur on your 'Person to Person' program that recently appeared in print.

"After we requested to see you yesterday, and explained the operation of the program,

Continued on page 13, column 3

2 ABC Tests: Crane, Late, and a Comedy

By John Horn

Two television experiments were announced yesterday by ABC-owned TV stations.

The first is a two-week trial of Les Crane, WABC-TV's early-morning telephone answerer, in a live, 90-minute late-night discussion-entertainment program to be pitted against NBC-TV's Johnny Carson.

The show, to be aired 11:20 p. m. daily, will be seen over WABC-TV New York, WBKB Chicago and KABC-TV Los Angeles.

Barry Shear, who produced shows for the late Ernie Kovacs and Edie Adams, has been signed as producer-director.

The second is a live, 90-minute pilot program starring the comedy team of Rowan and Martin. The show, which will feature Peggy Lee and Donald O'Connor, will be taped in early August.

It will be telecast, at a date still to be decided, on all five ABC-TV stations, which also include WXYZ-TV Detroit and KGO-TV San Francisco.

Theodore F. Shaker, president of the group, said the developments stemmed from a decision of station managers at a New York meeting last March. They established a special fund and set up a production outfit, "Circle Seven Productions," to explore program concepts for joint local telecast. Edward A. Warren, director of program services in New York, is co-ordinator.

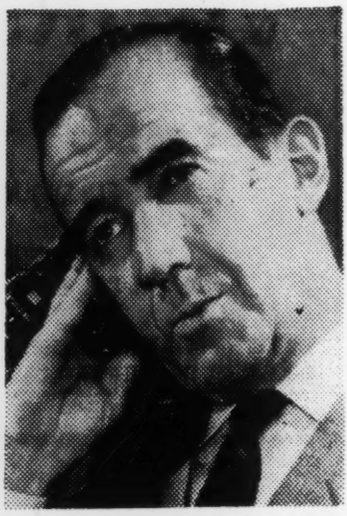
« « » »

For 'Emmy'

Betty Furness has been elected chairman of the national awards committee of the National Academy of Television Arts and Sciences, the group that hopes to win back ABC and CBS support for "Emmy."

Other members: producers Seymour Berns, Sheldon Leonard and Hubbell Robinson; program managers Sheldon Cooper (WGN-TV, Chicago) and James Silman (WTOP-TV, Washington), St. Louis advertising executive John Gunter, Hollywood film editor Danny B. Landres, and Evelyn F. Burkey, executive director of the Writers Guild of America, East, Inc.

Out of member meetings July 20, July 27 and mid-August will evolve committee recommendations for changes in award structure and voting procedures to be submitted to the board of trustees in mid-September.



Edward R. Murrow returns to broadcasting July 25.

Murrow's Return

Edward R. Murrow's return for a commemorative CBS radio program, as reported here last week, is now official.

The former CBS newsman and ex-director of the United States Information Agency taped his part of the show last Friday. He did it at a Pawling, N.Y., neighbor's—Lowell Thomas's modern radio studio on Quaker Hill.

Murrow, after hearing several of his wartime radio broadcasts, reminisced about the historic events. Fifty minutes of Murrow were recorded. The entire program, which includes at least half a dozen other correspondents, will be only 55 minutes long. Much editing will be needed.

It is Murrow's first major broadcasting appearance since his lung-cancer operation last fall. He was heard briefly early this year on a 30th anniversary salute to Arthur Godfrey.

The program, marking the move of CBS radio news from 485 Madison Avenue to Broadcast Center on West 57th Street, has a new title and new dates. "Farewell to Studio 9" will be broadcast Saturday, July 25, at 9:05 p.m. and repeated the following day at 2:05 p.m. Transfer of the news operation takes place that weekend.

Others committed to the program, a sort of radio-news "Only Yesterday," are H. V. Kaltenborn, William L. Shirer, Dan Rather, Allan Jackson, Charles Collingwood and Robert Trout, who'll be anchor man.

Benjamin's Projects

With his second series, "The Great War," a documentary on World War I, set to debut on CBS-TV Sept. 22, executive producer Burton (Bud) Benjamin has turned his attention to the long-run "Twentieth Century."

A week from Sunday, he leaves for England to shoot a half-hour with Lord Avon at the former Sir Anthony Eden's country estate at Pewsey in Wiltshire.

A review of the Eden career from opposition to Chamberlain appeasement of Hitler to the Suez invasion is planned, plus a look at the world today.

Other current Benjamin filming in Europe: "Who Killed Anne Frank?" a story of Nazi-victim avengers with special emphasis on Simon Wissenthal, who helped in the capture of Adolph Eichmann (the wartime statute of limitations takes effect May 8 next year, Benjamin reminds one), and "Heartbreak Country," about Southern Italy, on which Carlo Levi and Danilo Dolci hopefully will appear.

« « » »

Humphrey Spotlight

"My Childhood," Channel 5's autobiographical double-header by writer James Baldwin and Sen. Hubert H. Humphrey, will be repeated twice next month: Aug. 10, from 10 to 11 p. m., and Aug. 16 from 9 to 10 p. m.

In addition to WNEW-TV, all Metromedia stations will carry the program: WTTG, Washington; KTTV, Los Angeles; KNBC, Kansas City, and KOVR, Sacramento.

The show, which won critical acclaim and a good summertime local-station rating (12) June 1, is being syndicated domestically by Banner Films and internationally by Screen Gems.

The repeats will give Sen. Humphrey extra unusual television exposure before the Democratic Convention Aug. 22. A strong candidate for the Vice-Presidency, the Senator is also a special reporter for ABC-TV's coverage of the Atlantic City meet.

« « » »

In Short . . .

Playwright - poet LeRoi Jones, author of the off-Broadway "Dutchman," will read excerpts from his verse and discuss his one-act hit with Brian O'Doherty on Channel 4's "Dialogue" Sunday. A scene from the play will be presented. . . .

3/15/54

HERALD TRIBUNE, MONDAY, MAI

Murrow Rejects McCarthy's Plan for a Stand-In to Reply

Sen. Joseph R. McCarthy's plan to have a stand-in appear on Edward R. Murrow's "See It Now" television program tomorrow to answer earlier attacks on him by Mr. Murrow was rejected yesterday by the CBS news commentator.

The Senator had said he would be too busy to appear and named to speak for him William F. Buckley jr., twenty-eight, of Stamford, Conn., the author of the controversial book "God and Man at Yale" and who will soon publish another volume, "McCarthy and His Enemies."

In a telegram to Sen. McCarthy yesterday, Mr. Murrow said the offer of time to reply "is to you personally and is not subject to transfer to any one else." Mr. Murrow said if the Senator is too busy tomorrow, time will be made available to him on the same program next Tuesday.

Both the CBS network and Mr. Murrow, its top news commentator, offered Sen. McCarthy time to reply to Mr. Murrows "See It Now" show of last Tuesday. On that program, Mr. Murrow contended that Sen. McCarthy has repeatedly stepped over the line between investigating and persecuting and has used half-truths as a favorite weapon.

Tribune

, TUESDAY, MARCI

McCarthy Wi On Murrow's

WASHINGTON, March 15 (AP). —Sen. Joseph R. McCarthy, R., Wis., today accepted an invitation to reply on Edward R. Murrow's CBS television show "See It Now" to criticisms of him on a previous Murrow program. He said he would be willing to appear either March 23 or April 6, but preferred the latter date.

From New York, Mr. Murrow sent Sen. McCarthy a telegram agreeing to the April 6 date.

Mr. Murrow charged last week on his program that Sen. McCarthy, in investigating alleged Communists, had repeatedly stepped over the line between "investigating and persecuting."

In accepting today, Sen. McCarthy told Mr. Murrow in a telegram: "If I am correct in my position that you have consciously served the Communist cause it is very important for your listeners to have the clear-cut documented facts so that they can decide whether or not you are truthful as you attempt to make out or are deliberately misrepresenting the facts."

ARCH 16, 1954

Will Appear
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This was a reference to Sen. McCarthy's charge, in a radio broadcast last week, that Mr. Murrow had been connected in the 1930s with a Moscow University summer school—a session which Mr. Murrow said was never held. Sen. McCarthy labeled it a "Communist propaganda school."

Mr. Murrow in his reply to Sen. McCarthy today said: "Regarding your statement that I have 'consciously served the Communist cause' I deny it utterly. The record, when it is finished, will show who has served the Communist cause, you or I."

Sen. McCarthy had first designated a substitute, author William Buckley, to appear for him on Mr. Murrow's show but Mr. Murrow said he would give time only to Sen. McCarthy himself.

Sen. McCarthy said in his telegram that "normally I would not waste time merely to prove that a radio and TV commentator who attacks me is lying."

TRIBUNE 3/11/54

McCarthy and the Networks

Sen. Joseph R. McCarthy's campaign to get free radio time to reply to a speech by Adlai Stevenson is as dubious as many of his other activities. No other figure in public life would have been arrogant enough to make such a demand in the first place, and it is ironical that a man who was reproved on the Senate floor by a member of his own party for his investigatory tactics should use the words "dishonest" and "unmoral" in attacking the National Broadcasting Company and the Columbia Broadcasting System.

President Eisenhower's support of Senator Flanders' Senate speech, and his announced opinion that the networks have discharged their obligation to be impartial by giving the Vice-President time to answer Mr. Stevenson, would normally be expected to close the case. But Mr. McCarthy's refusal to speak to N. B. C. and C. B. S. reporters, as well as his dark hints that legal retribution is in store for the broadcasters, indicates that a McCarthy vendetta against the networks has been added to his wars against the State Department and the Army.

Doubtless the C. B. S. "See It Now" program, in which Edward R. Murrow paraded the Senator's record on television, will provoke Mr. McCarthy even further. The half-hour show, which the Senator already has been invited to answer, was a sober and realistic appraisal of McCarthyism and the climate in which it flourishes. Like the free press, the free broadcasters met a controversial subject with a frank and responsible approach. Apparently the audience response was overwhelmingly in favor of Mr. Murrow and against Mr. McCarthy, but even if the returns were reversed, the network still would have fulfilled its functions as an organ of expression and public service.

Mr. McCarthy's ability to insult and calumniate those who oppose or criticize him is well known. By refusing to be bullied, the broadcasters will assure their own future and help to guarantee America's.

RADIO AND TELEVISION

3/15/54

By JOHN CROSBY

One Last Word

Well, the networks stood firm against Sen. McCarthy's efforts to get free air time—and rightly so. McCarthy had no more right to free air time than an Indian (who might justifiably say that the Indians ought to win once in a while in the cowboy pictures). If you want to be legalistic about it, the networks didn't really have to give the Republicans free time to reply to Mr. Stevenson. They did it solely out of a sense of fair play—but there's no law that says they had to.

John Crosby

However, in saying no, the networks provoked from McCarthy two of the weirdest statements ever to come out of a public official. "They will grant me time—or learn what the law is," said McCarthy. Well, that was one day. The next day McCarthy had apparently learned what the law is—and that he was all wet. McCarthy then declared that if the F. C. C. rules didn't have a provision entitling him to free air time, then "the rules have got to be changed," which may be the most arrogant statement to come along since Marie Antoinette invited the populace to eat cake.

* * *

It's an interesting idea, though. Just how do you suppose the junior Senator from Wisconsin would like the rules changed? You suppose he'd like a ruling that the junior Senator from Wisconsin can get free air time any time he asks for it? He has said that he has asked his attorneys to file a petition with the F. C. C. asking it to change its rules to require free time on radio and television to any person attacked on free time.

Now, that is a lovely suggestion. How about all the people McCarthy has smeared on radio and TV? Do they all get free air time to reply? McCarthy has said among other things that 27,000,000 Democrats are traitors. Do the networks have to give them all free air time to reply? That would be nice. Milton Berle could go on a permanent vacation because there wouldn't be anything but free air time.

* * *

Actually, McCarthy was not very smart in his public relations with the networks. He might have kept his voice down and put some quiet pressure on them with at least some likelihood that they would cave in the way they caved in after the Harry Truman speech. (McCarthy had no right to air time that time either.) But instead he publicly denounced the two biggest, most responsible networks as "dishonest and unmoral." After charges like that, the networks couldn't conceivably give in to him. Sometimes this boy is not very bright.

So McCarthy, lacking anything else, went on Fulton Lewis jr.'s show, which means he was talking to a solid audience of dedicated McCarthyites. Now what good that did him, heaven only knows. The response was supposed to be four to one favorable to McCarthy but, considering the type of audience Lewis has, that really isn't even a very good score.

McCarthy, of course, did his level best to smear Murrow, which is a pretty difficult thing to do, Murrow being one of the most honored men in the business. He dug up the fact that Murrow was once assistant director to the Institute of International Education which had some vague connection with the "Moscow University Summer Session." Murrow replied that the summer session was canceled before it started, which would seem to settle that pretty well.

* * *

However, Lewis himself put the blast on Ed Murrow last week charging that he was "sick in his stomach of the sanctimonious, self-righteous pretext that Mr. Murrow and his backers, his toadies and his propagandists have made day in and day out that he is objective." Well, well! Ed Murrow has won just about every award he can possibly win. If Fulton Lewis jr. ever won anything, I must have missed it. The blast sounds suspiciously like pure professional jealousy.

One last word. One newspaper in New York carried several stories declaring that Murrow was in danger of losing his position on the CBS board of directors because of his McCarthy program. This is hogwash. Murrow never wanted to be on the board of directors in the first place. He did it as a favor to his friend, Bill Paley, and I don't think he's ever been especially happy there. But he's still there.

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RADIO AND TELEVISION

By JOHN CROSBY

March 12/1954

Salute to a Brave Man

At the very end of his "See It Now" program which was devoted entirely to Sen. Joseph R. McCarthy, Edward R. Murrow looked straight in the eye of his audience and delivered an editorial which was, in essence, a severe and searching criticism of his own listeners—or at least some of them.

John Crosby

Now it takes great courage to attack Sen. McCarthy in the first place (though why every one is so afraid of that bumbler I can't imagine), but it takes far greater courage to look you and me in the face and say it's our fault. But he put his finger squarely on the root of the true evil of McCarthyism, which is its corrosive effects on the souls of hitherto honest men.

* * *

"This is no time for men who oppose Sen. McCarthy's methods to keep silent. Or for those who approve. We can deny our heritage and our history—but we cannot escape responsibility for the result. There is no way for a citizen of the republic to abdicate his responsibilities. As a nation we have come into our full inheritance at an early age. We proclaim ourselves—as indeed we are—the defenders of the free world, what's left of it.

"We cannot defend freedom abroad by deserting it at home. The actions of the junior Senator from Wisconsin have caused alarm and dismay among our allies abroad and given comfort to our enemies. And whose fault is that? Not really his. He didn't create the situation of fear, merely exploited it, and skillfully. Cassius was right. 'The fault, dear Brutus, is not in our stars but in ourselves.' "

Right there television came of age. At least I can never recall any other time when a network—and Ed Murrow is a director as well as one of the chief spokesmen for the Columbia Broadcasting System—has told its listeners to straighten up and act like free men with the clear implication that they are not now doing so.

It was a great program in every sense that a program can be great, including plain ordinary showmanship. In tackling McCarthy, Murrow took on the most explosive and controversial guy in the country. He did it without even a pretense of impartiality. "If the Senator thinks we do violence to him, he can come on this program and answer," said Murrow—and then proceeded to do great violence to him.

McCarthy was shown as a liar, telling a witness that the American Civil Liberties Union is a Communist-front organization, which it certainly is not. (I heard the original broadcast of that statement, and I thought I wasn't hearing right.) McCarthy was shown as a teller of meaningless half truths. (McCarthy once tried to link Adlai Stevenson with Alger Hiss because Hiss had recommended Stevenson to attend the Mont Tremblant conference. Murrow pointed out that Hiss recommended some one from the office of either Stimson or Knox, two stalwart Republicans, and Stevenson was Knox's special assistant.)

McCarthy was shown telling newsmen that he was being attacked (after the Zwicker incident) only by "the extreme Left-Wing press" and radio commentators. Murrow then read excerpts from this "extreme Left-Wing press," which included the New York Herald Tribune, "The New York Times," "The Chicago Tribune" and "The St. Louis Post-Dispatch."

But the greatest witness against McCarthy was McCarthy himself. Sneering, truculent and wholly evil, he rumbled his evasions and hesitations and lies (the boys in the business call him Mr. Mumbles) in a way that must have been a little shocking even to staunch McCarthyites. A couple of times he was caught huffing and chuckling in a way that sounded as if he were just a little nutty.

* * *

McCarthy, of course, is following the Hitler technique. Hitler invented the Jewish problem in Germany. (The Jews were traitors, too, remember?) There is a Communist problem, all right, but the main problem lies outside the country, not inside it. Dividing the country, making Americans distrust other Americans, weakening our alliances and ruining the effectiveness of our State Department and our Army are hardly effective ways of combating Communism.

But I doubt that McCarthy will have Hitler's success. The difference is simply that Germany was a defeated country and a broke country. The United States is neither defeated nor broke, and, if you have faith in your countrymen—and Murrow obviously has—you can lick McCarthy by telling the people what a complete phony he is.

At this writing the response from the viewers is overwhelmingly anti-McCarthy, which only goes to show—as Abraham Lincoln once said—you can't fool all the people all of the time.

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John Crosby's column also appears on Sunday in Section 4 of the Herald Tribune.

Murrow Calls Stanton 'Ignorant' in TV Row

'My Conscience Clear, His Seems To Be Bothering Him,' Star Says

By Stuart H. Loory

Edward R. Murrow, Columbia Broadcasting System news commentator, yesterday criticized his boss, Dr. Frank Stanton, CBS president, as publicly showing "ignorance of both news and the requirements of television production."

CBS, replying to the charge, said in effect that Mr. Murrow did not understand the crux of Dr. Stanton's criticism last week of the television show "Person-to-Person" and that it was "proud" of Mr. Murrow in his former capacity as the show's star.

The exchange came in the wake of an edict by Dr. Stanton last week that rehearsed television shows are not to be shown under the pretense that they are spontaneous. He singled out as an example the popular interview show "Person-to-Person," which Mr. Murrow conducted for six years before taking a leave of absence from CBS last year.

Dr. Stanton's action was the result of exposes by the House of Representatives subcommittee investigating quiz show frauds. At the same time, he ordered all big money quiz shows on the CBS network canceled.

"Dr. Stanton has finally revealed publicly his ignorance both of news and the requirements of television production," Mr. Murrow said in a prepared statement issued in London, where he is spending part of his leave.

Edward R. Murrow.

"He suggests that 'Person-to-Person,' a program with which I was associated for six years, was not what it purported to be. I am sorry that Dr. Stanton feels that I have participated in perpetrating a fraud upon the public. My conscience is clear. His seems to be bothering him."

Mr. Murrow also said, "Surely Dr. Stanton must know that cameras, lights and microphones don't just wander

Continued on page 2, column 1

More Steel Talks Today, Hope Seen

New Peace Plea By Eisenhower

By Joel Seldin

PITTSBURGH, Oct. 24.—Bargaining teams for the steel industry and union, under the provisions of an injunction obtained by the government Wednesday, met for almost three hours today and announced afterward that they will meet again at 2 p. m. tomorrow.

The length of the session and the agreement to meet again encouraged speculation that a common ground has been found that could lead to a settlement of the 102-day-old strike. In previous sessions, when the two sides have been far apart, meetings rarely lasted more than an hour. The negotiators themselves, however, declined any comment, refused to answer questions, and admitted only to having had "a discussion."

President's Statement

Earlier, at Augusta, Ga., where President Eisenhower is vacationing, his press secretary, James C. Hagerty, issued a statement saying the President hopes that the bargainers "realize fully the obligation that they owe to the United States and that they remain in consultation and negotiation until they settle it."

When today's session began at 2 p. m. at the Penn-Sheraton Hotel, David J. McDonald, president of the United Steelworkers of America, told reporters: "All I have to say is that we are now going into a collective bargaining conference."

Cooper Noncommittal

His opposite number, R. Conrad Cooper, head of the industry team, remarked that he was "always hopeful," but [illegible] if he had a new proposal to [illegible]

At 3:45 p. m., after the meeting had adjourned, both men appeared for a formal press conference at which Mr. Cooper declared: "I would just like to say for Mr. McDonald and myself that we had a discussion and we are going to meet again at 2 p. m. tomorrow afternoon. We have no further comment."

Stanton Hit By Murrow On TV Edict

My Conscience Clear, CBS Star Asserts

(Continued from page one)

around a home. The producers must know who is going where and when and for how long.... The alternative to a degree of rehearsal would be chaos."

The CBS president appeared to be taken off-guard in his 20th floor offices at 485 Madison Ave. by Mr. Murrow's charge. Shortly after noon, Kidder Mead, CBS vice-president in charge of information services, emerged from Dr. Stanton's office and told a reporter:

"Dr. Stanton will not comment on Mr. Murrow's charges. He is not going to comment on any charges that you or I or Mr. Murrow make. A CBS spokesman will have a comment."

The "spokesman's" statement, telephoned to the press an hour later, said:

"As Dr. Stanton has attempted to make quite clear on several occasions, none of us at CBS has the slightest objection to the way 'Person-to-Person' has been produced. Indeed we have been very proud of the program and those who have participated in it. We have simply insisted that the production practices of programs of this type be revealed—as they were by Charles Collingwood in last night's broadcast—so that the program as it appears on the air will be exactly what it seems to be."

Co-Producers Resigned

The "Person - to - Person" format involved interviews from a studio with public figures in their homes. Friday night, Mr. Collingwood, who has replaced Mr. Murrow as interviewer, prefaced the show with a statement that because of all the equipment and production problems involved, advance planning with guests is necessary.

Following Mr. Stanton's original criticism, the show's co-producers, John A. Aaron and Jesse Zousmer, resigned Thursday, saying Mr. Stanton had made an "unwarranted slur." Their resignations were accepted.

Meanwhile, in other developments concerning the quiz show revelations, House subcommittee investigators in Washington said they would come to New York one day this week to interview Charles Van Doren, the Columbia University instructor who won $129,000 on "21," the now-canceled rigged National Broadcasting Co. quiz show.

Changes His Story

Mr. Van Doren Friday voluntarily visited District Attorney Frank S. Hogan to make "substantial changes" in the story he had previously told him about the show's operation. The changes were not revealed but Mr. Van Doren said he would make a complete statement when he testifies before the House committee Nov. 2.

The House investigators said their interview with Mr. Van Doren was "standard procedure" and was not connected with his talks with the district attorney.

Herald Tribune—Fein

Frank Stanton

Fair Hearings End, Expect Report by Nov. 3

WASHINGTON, Oct. 24 (AP).—The President's Commission on a World Fair today ended a day-and-a-half hearing on pleas by Washington, New York and Los Angeles to be selected as the site of an international exposition in 1964.

The three-man commission gave no word on when a recommendation would be submitted to Mr. Eisenhower, but a report is expected prior to a meeting of the International Bureau of Expositions in Paris Nov. 3-4.

The United States is not a member of the twenty-two-nation bureau, but approval by that organization is necessary to assure full co-operation and participation by most governments throughout the world in an international fair of the kind proposed.

Headed by Harry A. Bullis, of Minneapolis, the commission will pass upon the question of feasibility of a world fair in this country in the mid-1960s and make recommendations for a site.

At the final session of the site hearing, spokesmen for Washington argued that since this is the nation's capital, business and industrial leaders throughout the nation would more enthusiastically support the fair than they would at any other

Senate Racke

Organizations in

WASHINGTON, Oct. 24 (UPI).—The Senate Rackets Committee assailed a group of New York, Chicago and Detroit business men today for allegedly making deals with gangsters, labor racketeers and shady union officials.

It said such practices in the business community served to stifle legitimate union activities and made it difficult to clean up labor corruption.

The committee also launched a new attack on Maurice Hutcheson, president of the Carpenters Union, who was indicted this week on contempt - of - Congress charges growing out of his appearance before the committee last year.

These were the highlights of a new report issued by the Select Committee on Improper Labor - Management Activities summarizing its 1958 hearings.

Previous reports dealt mostly with wrongdoing on the labor side. In this volume the com

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JACK O'BRIAN SAYS:

Magic Brains Vs. Brinkley

Jack O'Brian

The battle for audiences tonight by the three TV networks is almost as bitter as the presidential sweepstakes itself. Each will come armed to the teeth with every gadget and gimmick and electronic gizzmo available.

All three networks boast "magic brains." NBC has its own "RCA-501," developed by NBC's parent, the Radio Corp. of America. ABC has UNIVAC, the Remington Rand computer. CBS has IBM's miracle brain, a product of International Business Machines.

The battle seems fairly even on the gadget level, so any rating superiority will depend, as customary, on a simple battle of personalities. In this ploy-within-a-play, NBC's man David Brinkley is considered the most public secret weapon available to TV. He proved it at the conventions, to such superior degree that CBS held a long series of stop-Brinkley conferences.

By the second convention, the mood of the CBS political commentating crew quite plainly—under orders—had changed: They paired up Ed Murrow with the always dependable Walter Cronkite. Murrow tried to be light, amusing and other wry embodiments of the sparkling Brinkley characterizations.

It didn't help. Murrow remained glum; trying to be funny plainly was a terrible strain.

Murrow was at his best as a radio broadcaster when he couldn't be seen, back when the news was consistently grim, as during the war when he made his name.

Politics will make strange bedfellows, but it will not change a man's point of view from the durably, professionally doom-like to light, bantering, blithe, just by an order from the executive floor.

Murrow had no shift in his personality's gears. He's a voice of doom, always and forever.

When he tries to be funny, his grin is gila-monster in its strained extreme.

* * *

WE PUT BRINKLEY'S PERSONALITY first in the TV competition knowing of course that his partner is Chet Huntley, who shares his NBC air time. Huntley's personality is a clear and fortunate contrast to Brinkley's.

Still, Brinkley is not a comedian in any broad suspicion of the term. He is a very good, solid, dependable, straightforward commentator when the news calls for the straight story. But he lets the news guide his mood, as all good newsmen must. If the occasion fits a wry comment, he has it at the tip of his lips. He doesn't try to extend his amused effects beyond the necessity of the situation. He is not a clown. He is a very good newscaster with a fine, essential change of pace. That's all.

DAVID BRINKLEY
Solid, Dependable

* * *

IN WALTER CRONKITE, CBS has one of the fine TV newsmen, Walter is a solid, steady hand in the midst of such assured chaos as will endure tonight. He will be CBS "anchor man" at the head of some 1,000 persons covering the elections for his network; each network reports about 1,000 in its cast of political characters this evening.

* * *

ABC HAS JOHN DALY, another redoubtable gentleman in these complex conditions. ABC, while not so rich and open-walleted as NBC and CBS, still has managed to cadge more than its generous share of exclusive stories under circumstances such as conventions, elections, Khrushchevs, etc. They do it more by straight news digging, doggedly seeking the important facts and slamming them into the air, far more often before the others than might be suspected. Quincy Howe will be John Daly's dependable right arm; another fine radio-TV news pro.

* * *

CBS WILL POUR ALL RETURNS into its IBM-Ramac 305 computer, which projects its conclusions in microscopic fractions of seconds and posts its findings on electronic tally boards. Then an IBM 7090 computer, having been fed with background elements important tonight, will answer all manner of queries as to the election trends—such as whether Kennedy is running ahead of Al Smith's 1928 race in Dixie, is Nixon picking up a labor vote; etc. Howard K. Smith will help the machine pass along the answers.

Walter Cronkite will handle the major flashes and head the transmission of general CBS election information; Egbert R. Murrow and Eric Sevareid, the latter shipped home from London for the vote-count, will analyze "trends."

Douglas Edwards will be in charge of returns from the "Six Big States," whose electoral votes probably will swing things either way. At the end of the evening, when the result is agreed, Murrow, Sevareid, Smith, and David Schoenbrun (home from Paris for the election) will gather around Cronkite's anchor desk and try to reconcile the result.

* * *

AT NBC, JOHN DALY and Quincy Howe, as anchor men, will have Paul Harvey covering the senatorial races (33 senate seats are in contention); backed up by a N. Y. City staff of 300, including reporters, writers, technicians, etc.

With 30 commentators available from all parts of the country, John Daly's staff also will include Erwin R. Canham covering the House of Representatives (437 seats to be decided) and John Secondari assigned to gubernatorial decisions (26 states will elect governors today).

As to its UNIVAC, ABC says it has since 1952 predicted "with incredible accuracy the outcome of all major elections —1952 and 1956 presidential elections and 1954 and 1958 congressional races." UNIVAC, adds ABC, pioneered electronic pollmanship only two hours after the polls closed and with but 3,400,000 votes from scattered Eastern states "it gave odds of 100 too one in favor of an Eisenhower victory and forecast he would get 438 electoral votes against 93 for Stevenson. Hours later actual results showed Eisenhower with 442 votes to 89 for Stevenson."

Not only will UNIVAC do all this brain work, but will be its own stenographer—it will type forecasts every half hour on its own special typewriter before the ABC cameras and mikes.

* * *

NBC'S HUNTLEY-BRINKLEY TEAM will not do it by themselves: In Ohio alone NBC has hired 140 "stringers" apart from the usual news services, to try and settle that key state's presumably toss-up status as early as possible.

NBC's RCA-501 computer has been rehearsing, actually, for 12 months on every manner of hypothetical election problem, can run through 100,000 mathematical operations per minute, reproduces its projections at 600 lines a minute, "remembers" more than 9,000,000 characters, and is kept calm and happy and ready by a team of 100-some technical experts.

The only major quarrel with NBC's 1956 coverage was the size of its TV numerals; this has been corrected; we presume by an oculist.

* * *

UNLIKE PAST TV ELECTIONS, NBC's huge studio floor will not have a cable to trip over. Cameras are elevated to peer at figures laid out on two decks over more than 9,000 square feet of real estate.

ED MURROW OFFERS CASE FOR TV NEWS

By VAL ADAMS

EDWARD R. MURROW, news narrator and co-producer of the "See It Now" television program on Channel 2 each Sunday at 6:30 P. M., has many reservations about video's facility to present day-to-day coverage of spot news events.

He cannot envisage television eclipsing radio and newspapers in the regularity of reporting world-wide happenings. He believes, however, that television can be a new kind of public informant—by methods still to be devised—and purvey certain news matter more effectively than any other medium.

"See It Now" consists of two to five different stories presented each week either on film or by "live" remote pick-ups from various sections of the country. Seated in a studio control room beside a bank of television monitors, Mr. Murrow introduces each picture story and elaborates as it unfolds.

Supplement

"We have done some pieces that would stretch a news editor's tolerance," comments Mr. Murrow. "By and large we operate like a news magazine made up several weeks ahead. The program content is news only because we say it is, although we try to handle stories differently from the way they were presented earlier. We would have been dead on the atom blast in Nevada if we hadn't told the film cameramen to narrow the focus of the story to nine soldiers as they participated in the test."

"Television may never be more than a pictorial supplement in presenting news," says Mr. Murrow. "I stayed away from a daily news show because there is nothing less satisfying than tired newsreel clips. And nothing is added by televising a man reading the news.

"Every week I find myself handicapped in trying to picture certain stories," he adds. "I wanted to do a piece on the inherent powers of the President when Mr. Truman seized the steel mills, but how do you show that on television? When the French Cabinet fell the last time, I couldn't find a way to contribute to the television viewer's understanding of complicated French politics. I'd love to do a piece about French Foreign Minister Robert Schuman's plan for pooling the resources of Western Europe, but how ca nit be shown? In radio at least you can deal with ideas and issues. Within my own limits as a news reporter, I am in control in radio—I can always wrestle with a microphone—but in television, it has control of me. I am a prisoner of cameras, lights and film clips."

Ed Murrow

But the case for television news is by no means hopeless, Mr. Murrow feels, provided broadcasters are willing to discard an old radio policy that news programs should be conducted at the lowest possible cost.

"The development of television news is going to require an investment on the part of broadcasters," says Mr. Murrow. "To assume that the total sum expended should be precisely what sponsors are willing to pay is not sound operation. The broadcasters who will obtain circulation with their television news programs will be those who are willing to invest over and above the income derived from sponsors. It would be unfortunate if television's swaddling clothes turned into a dollar-lined strait-jacket."

Limitations

The cost of producing "See It Now," which has a sponsor, has not been revealed by C. B. S., but the figure reportedly is so high that the network must expend several thousand dollars weekly beyond the fee paid by the advertiser.

Another restriction from which television news operations must be freed, says Mr. Murrow, is the practice of limiting news presentations to a strict schedule laid down by the higher echelons of management.

"Men dealing with the news should have the power to use their editorial judgment in scheduling a news event. They should be able to make immediate decisions as the news breaks. They should not be forced to waste time by going up through three echelons of executives for a decision."

The "See It Now" program crew has a full-time staff of ten persons, including Fred W. Friendly, co-producer, who originated the show with Mr. Murrow. The part-time helpers and cameramen in the field can be counted by the dozens.

The crew's major work load occurs the last three days of the week, when the program is actually being put together. A film cutting session on Saturday night usually runs until 4 A. M. Sunday. While many people contribute ideas to the program, Mr. Murrow has the final word.

Fame

Radio, over which he still broadcasts five nights a week at 7:45, made Mr. Murrow's name famous, but television has made him a celebrity. He isn't exactly happy about the transition.

"The sad part of television is that I have lost my anonimity," he says. "I have my fair share of vanity, of course, but in traveling around the country I would prefer to be unrecognized rather than suddenly being engaged in conversation by people I don't know. They're well meaning and polite, but I'd rather be left alone."

Mr. Murrow, 44, was born in Greensboro, N. C., but moved at the age of 6 to the Puget Sound area in the state of Washington. He graduated from Washington State College and holds several honorary degrees from other universities.

In 1930 he became president of the National Student Federation of America and in 1932 was made assistant director of the Institute of International Education. Today he is a director of the latter organization and refers to himself as a "backsliding educator."

Mr. Murrow joined C. B. S. in 1935 as director of talks and education. Stationed in London, he automatically became a foreign correspondent when Hitler invaded Austria in 1938.

'REPARES FOR TELEVISION

basis for the French-speaking population.

Canadians living close to the international border have long wanted their own television stations. Those living in southern Ontario, on the north shores of Lakes Ontario and Erie, have become accustomed to seeing American television programs from Rochester, Buffalo, Erie, Cleveland and Detroit. There are approximately 75,000 television receivers in the southern Ontario region, and about 3,000 in the rest of Canada, mainly in the Vancouver area to pick up Seattle. There are few sets at present in Montreal as the nearest station at Schenectady is almost 200 miles to the south. Canadian television set sales are expected to jump within the next few months in the Montreal area as TV-Day in that city comes nearer.

Finances

Chances of any other than C. B. C. television stations going on the air are now extremely slim for the near future in view of the statement recently at Vancouver of A. D. Dunton, youthful chairman of the C. B. C. board of governors. He said that the C. B. C. board would not recommend private television stations till the C. B. C.'s system across Canada was in operation. Dunton estimates this will cost about $19 million, and the C. B. C. has no money. It has not even money as yet to carry on its first year's television programming estimated at $2 million for the two stations, and had to borrow $4 million from the Government to build the Montreal and Toronto stations.

It is up to the current session of the Canadian Parliament at Ottawa to provide money for the C. B. C.'s television operations. Parliament may even place an annual license fee on each television receiver, variously estimated at between $10 and $15.

In preparation for its entry into the television field the C. B. C. has had its top program and engineering personnel tour all television centers in Europe and the United States for the past three years. It is at present training a staff of 190 men and women under 35 years of age at Montreal and Toronto to handle its television operations. The last three months of that training will be on "closed circuit" television programs, some of which will later be used when the stations go on the air.

Programing will be on the same general principles as on broadcast stations, to provide programs for as wide a range of tastes as possible. Entertainment will be the theme even for educational and cultural uplift programs. Economics will always be in the background, and program men expect to use simple sets and costuming for all their productions. There will be a small percentage of sports telecast.

Presently sponsored programs account for about 20 per cent of C.B.C. broadcast programs, but on television the percentage is expected to be about 50 per cent because of the high costs of programing. All shows will be produced by the C.B.C. and sponsors will have little control over program content. Advertising itself will be limited. Members of Parliament have stated frequently that they "do not want Canadians to get the same kind of punishment Americans are receiving from commercial television."

Opinions

The Canadian broadcasting and radio manufacturing industries have not seen eye-to-eye with the Canadian Government on its television policy, feeling it is too paternal. Both have repeatedly told the Canadian Government that if it wants to get into television to do so in areas which cannot at present support commercial television stations, such as the Atlantic coast provinces and the prairie regions where there are no metropolitan centers. They have urged Ottawa to allow private enterprise to develop television in major centers at no cost to the Government and the taxpayer. But the chances of commercial television in Canada as it is known in the United States are now very slim indeed. The most optimistic do not expect any commercial television stations in Canada now for at least another three years.

N.Y. Times – Sunday – May 4, 1952

RADIO AND TELEVISION

By JOHN CROSBY

Murrow Comes to the Rescue

The case of Lt. Milo J. Radulovich is now pretty well closed. I think it's fairly safe to say that it would never have been opened at all without the intervention of Edward R. Murrow who gave it national prominence on "See It Now."

John Crosby

Murrow is rapidly becoming the St. George of television, the only man who dares to tackle controversial subjects and just about the only guy who can get away with it. I never thought I'd live to see the day when the word "controversial" would become a dirty word. But it sure has. On the same "See It Now" show, Murrow also did a magnificent reporting job on the case of the American Civil Liberties Union fight to hire a hall in Indianapolis. At every move, they were stopped by the dear old American Legion.

• • •

The reason for the turn-downs—"controversial." Finally a Catholic Church took the Civil Liberties Union in and Mr. Murrow showed the two meetings—the Legion's and the Civil Liberties Union—jumping back and forth from the regimented atmosphere of the Legion's to the democratic reasonableness of the Union's. It was a great show. And one reason why it was is that Murrow simply presented the facts (and the faces) and let them speak for themselves.

It was a fine courageous public service and it removes some of the bad taste left by the networks craven granting to Sen. McCarthy of a half hour of free air time to reply to ex-President Truman. McCarthy had about as much right to half an hour of free air as I do, but, as one network spokesman said, "McCarthy has scare value—and we're scared." Every one is—except Murrow.

• • •

One of the regulars on "Four Star Playhouse" is Dick Powell, an old pro from the movies, who seems to have settled on playing a single character—that of Willie Dante. Willie Dante is a sort of honest crook, if that sounds plausible, a man who runs a gambling joint.

While gambling is very much against the law, Willie keeps trying to be an honest gambler against great odds. The District Attorney's son persists in losing his inheritance over Willie's intrenched opposition. Or counterfeiters move in to pass phony money among the clientele, casting the suspicion that Willie is a dishonest crook rather than an honest one.

They are trifles, these little affairs, but they are well acted trifles and there is an urbanity and a glint of humor in the dialogue and the direction. Powell is a relaxed and engaging gambler, a sort of updated Raffles. There are, of course, more gunplay and homicide and sex than Raffles had to cope with as is the modern custom. But Powell—or rather Willie Dante—is a welcome relief from all the private eyes who clutter up the screen. And Dante, though an amiable rogue, doesn't always get the girl, though he generally tries.

• • •

There is also, if you care, a new Mr. Cannon in "Foreign Intrigue." Actor by the name of James Daly who replaces Jerome Thor, the original. Daly is another smoothie, a sort of Junior League Joseph Cotten, with dimples and one of those glamorous husky voices that are so fashionable among the movie crowd.

Daly is one of the most accomplished pipe-wielders around. He's constantly lighting it or rubbing his nose with it or pointing it. Great little prop, a pipe, but it's a good thing "Foreign Intrigue" isn't sponsored by a cigarette company. The "Foreign Intrigue" sort of TV series, though, is getting as formalized as Western movies. There is a certain type of costume for the Nazi villains—a dark trench coat with a black snap-brim hat—and a corresponding one for the good people—a light trench coat with a light-colored hat.

The light-colored trench coat comes into the restaurant or the saloon. Immediately, two dark-colored trench coats rise from a near-by table and, after staring narrow-eyed at the light-colored trench coat, take their leave. Rarely has acting reached such levels of impassivity as that of the villains in these affairs.

The shots of streets and houses, all taken abroad, are still magnificent. If it accomplishes nothing else, "Foreign Intrigue" is a good short course in European architecture.

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March 13 RCH 13, 1954 Tribune

'And Louis XIV'

Murrow Concedes He Is 'To Left of McCarthy'

Edward R. Murrow fired back at Sen. Joseph R. McCarthy, R., Wis., last night for referring to him as "one of the extreme Left-Wing bleeding-heart elements of radio and television."

On his regular 7:45 p. m. CBS radio program, Mr. Murrow admitted he may be a bleeding heart because he does not know what it means. He added that if a Left Winger is "somewhat to the left of his (McCarthy's) position and Louis XIV—he is correct."

"See It Now" Show

The broadcast was the latest shot in the Murrow-McCarthy air waves battle which started Tuesday when Mr. Murrow devoted his "See It Now" television program to trying to show that the Senator repeatedly stepped over the line between "investigating and persecuting" and used half-truths as his principal weapon.

Sen. McCarthy retorted as a guest on Fulton Lewis jr.'s MBS broadcast Thursday night. In addition to his Left-wing charge, he produced a clipping from "The Pittsburgh Sun-Telegraph" of Feb. 18, 1935, and charged that Mr. Murrow had been on the advisory council for a summer session at Moscow University where overthrow of the existing order was taught.

A. C. L. U. Issue

The Wisconsin Republican also accused Mr. Murrow of lying on his television program when he stated that the American Civil Liberties Union had not been listed as a subversive front. Sen. McCarthy quoted a listing by the California Un-American Activities Committee.

In last night's counter-attack, Mr. Murrow played recordings of his own and Sen. McCarthy's statements to bolster his contention that the A. C. L. U. had not been listed by the Attorney General, the Federal Bureau of Investigation or any government agency. "Someone lied—there's no doubt about it," he said.

Moscow University

Mr. Murrow then took up the summer session at Moscow University. He said he was a member of the advisory committee in his capacity as assistant director of the Institute of International Education, which was largely supported by the Carnegie Foundation and the Rockefeller Foundation.

The plan to send graduate students and teachers to the session fell through when the Russians called the school off, Mr. Murrow said. He said he believed then and now that mature, educated Americans could engage in discussions with Communists without becoming tainted. To believe otherwise, he said, would be to admit that the Communist ideology was stronger than democracy.

"Distinguished List"

The institute had for trustees such persons as John Foster Dulles, John Basset Moore, Thomas W. Lamont and Virginia Gildersleeve, he said, while the advisory committee was made up of such distinguished educators as John Dewey, Frank P. Graham, Robert M. Hutchins, William A. Neilson and Ernest H. Wilkins.

"Some of the persons on that list are now dead, but presumably not yet immune from the Senator's attentions," he said. "It was and is a rather distinguished list, and I plead neither ignorance nor youth as the reasons for my name being on it."

Facts on Institute

Meanwhile, Albert Sims, vice-president of the institute, issued a statement giving some facts about the organization. He said it was founded thirty-five years ago to foster the exchange of students and professors with foreign countries.

The institute manages the national selection committee, which recommends prospective Fulbright scholars to the State Department and has helped Army occupation authorities and the Mutual Security Agency with the placement of foreign students here, Mr. Sims said.

Members of the thirty-five-man board of trustees, in addition to Mr. Murrow, include Eric Johnston, Juan Trippe, Dr. Ralph J. Bunche, Gordon Gray, Dr. Arthur S. Adams, president of the American Council on Education; Dr. Raymond B. Allen, chancellor of the University of California; Frank Altschul, president of the Woodrow Wilson Foundation, and Dr. William Stephenson, president of Oberlin College.

Chairman of the board is Arthur A. Houghton jr., president of the Steuben Glass Co.

Tribune
3/19/54

McCarthy Acts to Stop 'Deserters'

By Homer Bigart

CHICAGO, March 18.—Sen. Joseph R. McCarthy, R., Wis., urged the American people today to send warning telegrams to any members of his Senate Investigations subcommittee who might "desert" him in the crucial weeks immediately ahead.

Speaking off the cuff at a Chicago Stockyards Inn luncheon, Sen. McCarthy said he would never become a "rubber stamp" of President Eisenhower.

Of President Eisenhower he said: "I think he's brilliant and I think he's doing an over-all good job. But I took the same oath as the President (to defend the Constitution). I will not be a rubber stamp. When the day comes when the Senate becomes a rubber stamp, then this nation will not have long to live."

Warning to 'Heroes'

In apparent reference to Sen. Everett M. Dirksen, R., Ill., and other members of his subcommittee who have been urging changes in the rules to avoid "browbeating and humiliation of witnesses," Sen. McCarthy said: "If any subcommittee member is tempted to become a hero in the eyes of the Left-Wing press and introduce resolutions against so-called 'one-man committees,' I suggest you drop them a line to this effect: 'If you are so opposed to one-man committees, why don't you attend the meetings yourself?'"

Sen. McCarthy urged his audience to disregard party lines in the November Congressional election and vote for those candidates who would oppose any further aid to allies who trade with Communist China.

He said the Administration had failed "to knock off the immoral indecent blood trade with the enemy."

A good part of his speech was devoted to an attack on Edward R. Murrow, radio-television commentator whose TV program last week vexed the Senator.

Repeats Moscow Charge

He then repeated his charge, first made last week, that Mr. Murrow sponsored a seminar sponsored by the National Advisory Council of Moscow State University in 1935. Noting that Mr. Murrow had said no classes were ever held in 1934 ,Sen. McCarthy produced what he said was evidence that classes had in fact been held in 1934 when Mr. Murrow was a sponsor.

Taking up Mr. Murrow's charge that he had lied in saying the American Civil Liberties Union was "subversive," Sen. McCarthy said a House committee in 1931 reported that the organization was "closely affiliated with the Communist party."

Murrow Comments

In New York last night, Mr. Murrow answered Sen. McCarthy's latest attack by commenting: "The Senator's language appears to be deteriorating."

Patrick Murphy Malin, executive director of the A. C. L. U., issued a statement saying of Sen. McCarthy's charge about the 1931 House committee:

"We are sure that he knows this belatedly disinterred charge of the old Fish committee is utterly false. But to make assurance doubly sure, we want to remind him that Congressman Martin Dies, in 1939, when he was chairman of the House Un-American Activities Committee, cleared it up by stating flatly, 'This committee found last year in its report there was not any evidence that the A. C. L. U. was a Communist organization.'

"We shall continue to correct Sen. McCarthy when he repeats false charges against the A. C. L. U., but much more important, we shall continue to oppose every violation he makes on American civil liberties."

Hamilton Backs MurrowInvitation

Tribune 3/14/54

CLINTON, N. Y., March 13 (UP).—Edward R. Murrow, CBS news commentator involved in a dispute with Sen. Joseph R. McCarthy, will speak as scheduled at the Hamilton College commencement in June, the college said today.

The college said its president, Dr. Robert W. McEwen, had been asked whether the invitation would be rescinded in view of Mr. Murrow's controversy with the Wisconsin Senator. Dr. McEwen said:

"Edward R. Murrow was invited in January to speak at the Hamilton College commencement exercises in June. We invited him because we regard him as one of the outstanding news commentators in the country and we are sure he will be an able speaker for the occasion.

"Obviously, such an invitation is not an indorsement by the college of everything he says then or during the intervening months. The question of the cancellation of the invitation is absurd. We have no thought of doing so.

"America is really in trouble if a man who criticizes Sen. McCarthy is no longer a fit person to be heard on a public platform."

N.Y. Times SUN., 1/23/72

Ed Murrow's Questions

Continued from Page 17

was interviewed and he did tell us what had occurred since—and the shocker to that one was that the ACLU in Indianapolis has *not*, in the 17 intervening years, been allowed to hold a meeting in the War Memorial Building; only recently, in fact, have they begun to take the issue into the courts. And yet, even this knowledge suggests what a another half hour might have added to the story if some of the past and present Indianapolis participants in the story had been brought together for a follow-up discussion.

In retrospect, then, there seems to have been little awareness on the part of Channel 13's program staff that there was anything incomplete about these five programs in the retrospective series, or that they had a kind of reportorial — if not moral — responsibility to do all they could to set the record straight about the people and issues Murrow cared so deeply about. The immediacy of the impact one felt, seeing these programs again, gave the issues a present-day reality which demanded that—at last — justice would be done to them in so far as honest reporters could do it in the light of history. That Channel 13 missed the dramatic possibilities inherent in this opportunity suggests a great deal about the degree of imagination, creativity, and reportorial judgment being applied to broadcast journalism today. That the station felt no *moral* responsibility to do justice to the people involved—in the Moss story particularly — is even more distressing.

If the argument is advanced that the intention was solely to pay tribute to Ed Murrow and do it simply by rebroadcasting outstanding examples of his work, then the designers of the retrospective reveal a kind of tunnel vision about the medium Murrow learned to use so effectively as a working reporter. One cannot simply repeat Murrow programs of this kind and let it go at that—not on a public broadcast outlet at least—for the clear reason that they tackle issues that go deeper than the people involved. They arouse us, alarm us, and awaken our moral indignation all over again.

These programs are not merely museum pieces for reflective study of a technique, or examples of a broadcaster's courage. They live again by being broadcast again—and they demand the resolution history has given us a chance to provide about those people and the issues they represented. We needed to *see it now*, in the truest sense of the words; what we got by vivid contrast, was a true measure of the loss to broadcast journalism when Edward R. Murrow died.

N.Y. Post
11-11-59

CLOSE UP

Stanton

President of CBS

By JOSEPH WEISENFELD

In the beginning, William S. Paley created the Columbia Broadcasting System. Frank Stanton consolidated and expanded it. Then, like Edward R. Murrow breathed a soul into it. And once, during the McCarthy days, Murrow even saved it.

That has been the short and happy history of CBS. It waxed fat, powerful, often honorable and always highly profitable. Now, however, the network—like the rest of the industry—faces the worst crisis of its history. The quiz scandal has left it close to a state of defenselessness. To compound its peril, Murrow publicly labeled Stanton "ignorant" at the precise moment that Stanton was attempting to step forward as the industry's chief savior.

The clash of personality between the network's longtime star, Murrow, and the network's longtime president, Stanton, is something that may yet have to be resolved by Paley, chairman of the board. You have to take all three into consideration to understand each one. Right now, however, Frank Stanton is carrying the ball for CBS. It's his to do or die.

He is a tall, handsome man, with yellow hair turning brown, about the only sign, perhaps, that he's now 51 instead of 37—the age at which, in January, 1946, he was elevated to the presidency of CBS. They called him "the boy wonder of the networks" then, and the nickname was usually uttered more in envy and respect than in derision.

His appearance last week before the House subcommittee investigating the quiz mess was the accomplished performance of an executive who may know more details about more aspects of his business than any other executive. It was also the delivery of a man who loves his business and is prepared to defend it passionately.

* * *

The broadcasting business has been good to Frank Stanton ever since he joined it, 24 years ago. His salary is in the $200,000-a-year range and his ownership of CBS stock puts him in the millionaire class.

In turn, Stanton has been one of the main reasons CBS has been so prosperous in the past quarter century. He was a pioneer in "program analysis." He invented machines that painstakingly recorded the public's reaction to programs—virtually every laugh, every sigh, every yawn and every turn of the knob. Theoretically, when the networks discovered how people reacted to programs, sponsors would at last have a sure-fire way of knowing what shows could sell their products best.

And that's the very reason, Stanton's critics say, that the industry is in the mess it's in today: the search to "give the public what it wants" put the industry in the hands of salesmen. It led to the excesses of the "rating system," which led to sameness and imitation in programming. And that in turn, say the critics, made it imperative for networks, sponsors and producers to do everything they could to keep their ratings high. One result was the quiz disaster.

The Murrow camp, aside from personality differences, holds Stanton responsible for the downgrading of news programs, especially "See It Now." The Stanton camp replies that the only "downgrading" that took place was to make Murrow realize that he was really just part of the network—and not bigger than it.

Stanton insists that the basic problem of programming is "balance." He says the industry is now moving in the direction of greater emphasis on news and public affairs. His demand for "honest labeling" of TV shows has made him the butt of a million laughs—the sour kind. His promise to clean up the industry, even down to the elimination of "canned laughter," is something on which he will have to produce—or else.

He is under the gun as never before.

* * *

Stanton came to CBS in 1935 from Ohio State University, where he had a teaching scholarship in psychology. He was one of the first to write about "radio listening behavior," and he made sure that copies of his scholarly articles found their way to the CBS brass.

Finally, he wrote an article which claimed that advertising copy for the ear was longer lasting [hence more profitable] than advertising copy for the eye. CBS could wait no longer. They hired him away from his near-starvation stipend at Ohio State. By 1938, he was director of CBS research.

He rapidly became the closest thing to CBS' indispensable man, especially during the wartime years when Bill Paley became a colonel with the U. S. information services and Stanton was left to mind the store. In 1942, he was elected vice president and general executive, in 1945 he moved up a notch to general manager, and in 1946 he was elected president.

The "Dr." in his name is for his Ph.D. in psychology. He was born March 20, 1908, in Muskegon, Mich., but his family moved three months later to Dayton, Ohio, which is really his home town.

Stanton and his wife, the former Ruth Stephenson, live in the East 90s. They have no children. They have been married since 1931. She is the only girl he ever dated. They met at a church party when both were high school freshmen.

U. S. Gains In Use of Power, Says Murrow

Edward R. Murrow, the correspondent whose famed "This is London" broadcast outlined the heroic defense of England during the bleak war days of the early '40s for American radio listeners, was a guest in Seattle today.

EDWARD R. MURROW

"This is my first vacation in eight years, and I'm really enjoying it," smiled Murrow, now a vice president of the Columbia Broadcasting System in charge of news and special-events programs.

"I'm on a 'get-acquainted-with-America' tour," he explained. "I've been away from the country—except for brief visits—for nine years, and that's a long time these days."

Murrow said he was "struck with the ease and casualness with which the American people seem to accept the inevitability of a Third World War."

"But I think the Russians today are leading from weakness, not strength," he said. "Remember, they've been invaded three times through Eastern Europe, and they don't want to take that same chance again."

Murrow also believes America is beginning to use her new-found international power wisely.

"This Baruch proposal for atomic control is just an example," he declared. "We are, in effect, telling the Russians to put up or shut up."

The Washington State College graduate said Germany still remains the "No. 1 problem" in Europe.

"In Germany, there are 60,000,000 or 70,000,000 of the most industrious, intelligent people in Europe; the problem is—how are you going to keep them under control?" he said.

Murrow is looking for more aggressive news reporting, now that wartime censored reports are out of the picture.

"Reporting is tougher now, because a reporter has to know geography, political science, history and other subjects. He has to simplify the problems, say of a French election or a Czechoslovakian event, for average American," he said.

Murrow, who was graduated from W. S. C. in 1930, was honored last night with a homecoming reception and banquet by the Seattle Cougar Club at the New Washington Hotel. He is visiting with his parents in Bellingham and will return to New York in six weeks.

NEW YORK POST

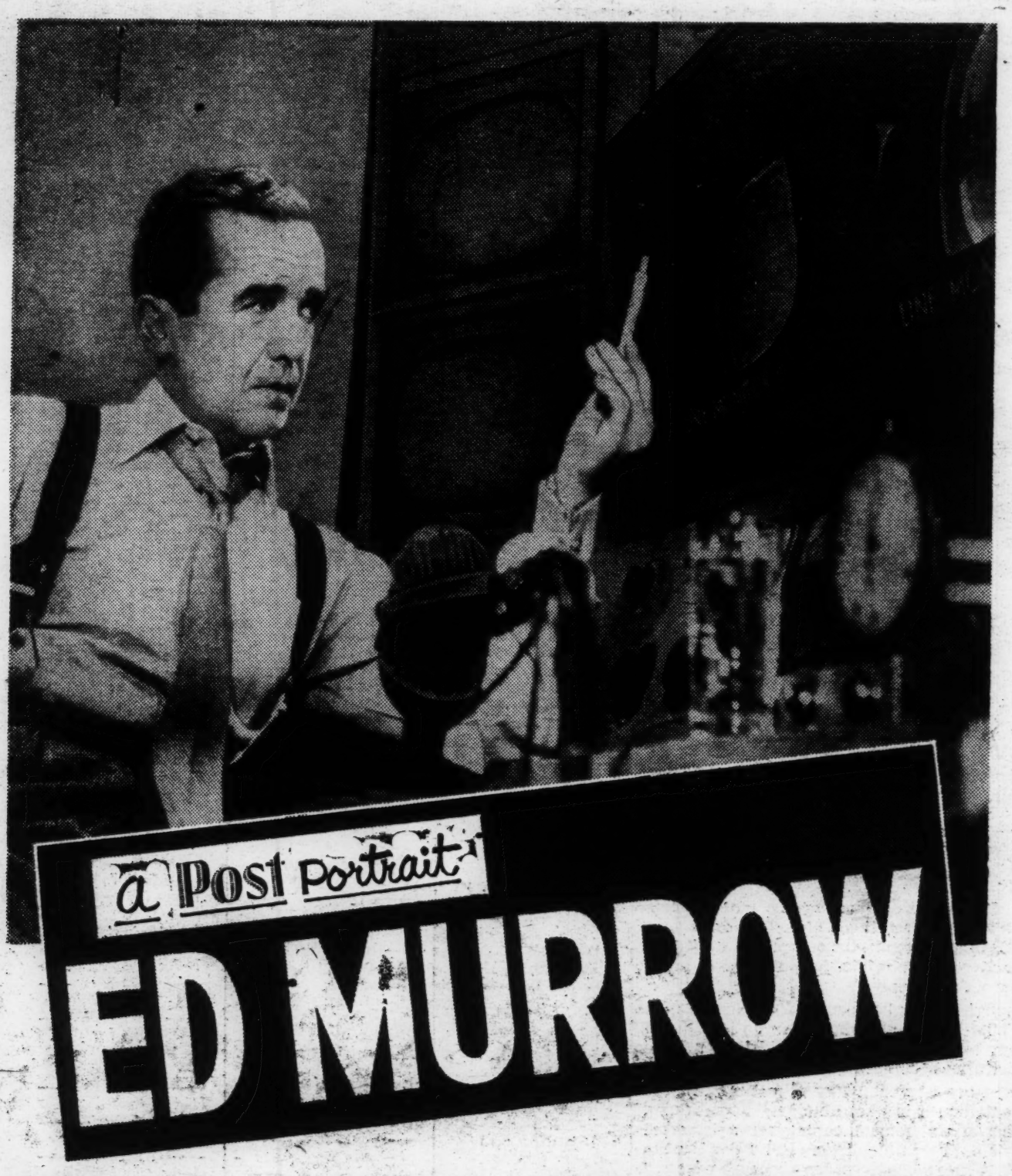
Week-End MAGAZINE

SECTION II

SHE DONE HIM WRONG

German baritone Hermann Uhde sings the title role of "Wozzeck" in the Metropolitan Opera company's premiere Thursday night of Alban Berg's seldom-performed music-drama. Eleanor Steber portrays Marie, his unfaithful paramour, in this bitterly satirical story of a soldier in post-World War I Germany.

Press Clip.



a Post Portrait

ED MURROW

By HELEN DUDAR *Article 1*

There is, at large, a small dedicated band of observers who lean rather forcefully to a theory that Edward R. Murrow, one of the most durable figures in the swift-flowing eddies of radio and television celebrity, is perhaps never so comfortable as when he is not.

One irreverent viewer of this phenomenon went so far as to suggest recently that "if he could have had the choice, Ed Murrow would have been born among the diamond mine workers of the Union of South Africa under the present *apartheid* policies. There, at least, he might have suffered in grand style."

The truly dedicated cultivator of the art of suffering knows that the satisfaction derives not from victory but the battle.

In more than two decades, Murrow has had the chance to test his endurance against an assortment of physical, emotional and professional strains including:

¶Air attack (on the ground and in the skies),

¶A variety of natural disasters (flood, hurricanes, etc.),

¶The singeing heat of public controversy (civil liberties and McCarthyism),

¶The possible saturation of the air audience (two TV shows, a five-day-a-week news radio program and occasional "specials" in both media) and

¶Overwork.

Much of this has been done with distinction. The rewards have been a success and influence hardly matched in the see-saw world of the airwaves.

The Long Day

He is the industry's most beshowered recipient of gold-plated statuettes and hand-lettered pieces of paper suitable for framing which, at last count, numbered 123, excluding nine honorary degrees.

More important from the point of view of the mass communicator, Murrow enjoys, in the fullest sense of the word, the respect and confidence of some of the most important political figures here and abroad.

But, in turn, the almost overpowering public eminence has had an ironic impact on several things, including the opportunity to taste the larger discomforts of 20th Century civilization.

Materially, that has been impossible for quite a while. For at least a decade, Murrow, whose childhood was spent in financially lean circumstances, has been settled somewhat uneasily in the high-tax brackets reserved for earners above the $200,000 figure.

The income allows him to live in comfortable but far from flashy surroundings in a seven-room Park Av. apartment and on a 14-acre farm in Pawling, N. Y. The contract insuring these earnings is an enviable property; it permits him to take the sabbatical—presumably with some continued financing—announced last week, a decision as startling as it seemed uncharacteristic.

Up until a year ago, there were occasional chances to escape the Murrow hutch of CBS offices at 485 Madison Av. to some remote battlefield or conference area.

In such places, in the words of a co-worker:

"He could get the feeling of watching and recording history, talk to the people who were making it, work around the clock and go without enough sleep for days.

"Ed is something of a romantic and a little fanatic on the subject of reporting. He's very impressive in the field—inexhaustible, at ease with all kinds of people and, in his intense, worried way, sort of relaxed."

In good part for the last year, Murrow's overexertions have been confined to a 10- or 12-hour day which, with luck, is sometimes extended by after-work business engagements or early morning tape sessions for "Small World," a show whose global conversations involve some complicated time problems.

Some of Murrow's left-over time has been spent publicly and skillfully biting the industry that feeds him; in speeches, TV appearances and interviews, damning the networks for their bland excursions into "decadence, escapism and insulation from the realities of the world in which we live."

In all these forays, he has been careful to note that he speaks as an individual critic, not as an embittered victim and surely not as a CBS employe.

"It is not a personal moan of anguish," he said the other day.

And, as far as it's possible to separate the public figure from the private one, that may be so.

The public Murrow is circumspect, unemotional and awesomely controlled. In an industry sagging with abuse of the superlative, it is wed to understatement. It is largely sober-miened, the brow permanently furrowed by cosmic considerations, and it is sepulchral of voice. It skirts personal public rows.

(Even without allowing time for thought, it is hard to goad Murrow into public display. Some years ago, appearing on "Person to Person," India's Krishna Menon, replying to a question about social engagements, waspishly answered that Murrow never invited him to dinner. It was a rather gross insult since Menon had been a guest at the Murrow home a few nights before at a dinner especially arranged so that he could talk to some distinguished Americans he'd never met. Murrow swallowed hard and pushed on to the next question.)

Two Murrows

Most of these characteristics are, of course, an extension of a private personality, but one that is, after all, rooted in some emotion.

The private Murrow once in a while gives way to anger—a swiftly dispersed Old Testament rage. It is a generous and independent spirit that often can't say no to a request and hardens at a demand. It has a streak of competitiveness and recklessness that usually only emerges at a poker table, where Murrow's high-stake betting is fair game to more skillful players. It is a rare complainer, but it has in recent times given vent to expressions of discouragement, disillusion and distaste.

For all his activities, Murrow has been reduced to a rather minor role in an area that, publicly or privately, he obviously feels most passionate about—contemporary events.

The political and commercial complexities of a giant network are often as obscure as higher mathematics. The death of "See It Now," Murrow's major (and award-laden) eyepiece on contemporary events, has been widely lamented. It has become increasingly clear that when the show vanished, a powerful, if gloomy, TV voice on public affairs was rather muted.

CBS has been at some pains to note that its program of informational "specials" has been greatly expanded under its news division and public affairs department, which operates rather more directly under the company's eye than "See It Now" ever did.

The information program makes room for an occasional special by the "See It Now" production team, which last month turned out a show on the Norfolk integration issue.

But this might be considered thin work for a man as totally engaged by public issues as Murrow and imbued with what has been described as a "kind of missionary zeal" about informing the public.

It is perhaps not so much a case of individual [illegible] of cosmic frustration. He takes much of the world's conflict seriously, personally and, almost invariably, pessimistically.

Alarms

The radio-TV world abounds in tales of Murrow's gloomy views. At a celebrity-laden dinner at Sam Goldwyn's Hollywood home, some years back, one of the guests carried away a memory he still can't shake off:

". . . And after the dessert, when the ladies had all retired to the sitting room and the men were lighting up cigars at the table, Charlie Chaplin turned to Mr. Murrow and said, 'Tell me, Mr. Murrow, will there be war, do you think?'

"Well, Mr. Murrow took a deep breath, took the cigaret out of his mouth and then proceeded to give us his opinion of the world misfortunes to be expected at the hands of dictators and politicians."

In this period of relative tranquility, Murrow's view remains unclouded by optimism. The speech he delivered in Chicago last fall before the Radio and Television News Directors' Assn. was a penetrating analysis of TV's ills and frills presented in urgent terms of "survival" and the nation's "mortal danger."

Expanding on this one day recently, he agreed he had been sounding the alarm rather more frequently lately because of "increasing concern with the increasing seriousness in which we, as a nation, find ourselves. I think we're in a desperate position.

"We're in a situation where we have to try to substitute intelligence for experience. We haven't had the experience in the last two wars of the other countries, nor the scars of the British, French and Russians.

"Not having had the experience, we need the understanding to make ourselves a little more sensitive, apprehensive and generous and this is a terribly difficult thing to do. It may be impossible. I don't know."

Whether he is truly prophetic, Murrow had arrived in recent months at a position roughly analogous to an able, seasoned and widely travelled correspondent transferred to the entertainment beat.

For years Murrow has talked of taking a 12-month sabbatical and few have believed him. Partly, this is because he has so often repeated he "never really had a horizon of more than 90 days," that it was hard to imagine him planning a full year of reading and traveling.

But chiefly, even with the decision now made, no one can quite picture Murrow adjusting to the discomfort of relative inactivity.

(Continued Tomorrow.)

a Post Portrait

ED MURROW

By HELEN DUDAR *Article II*

The distance between a tired dirt farm in North Carolina and a model of pastoral mechanization in Pawling, N. Y., might be calculated in terms of industry, intelligence, luck and sheer lack of direction.

For years Edward R. Murrow impressed his contemporaries and elders as an ambitious young man headed Someplace, although for a long time no one, least of all Murrow, knew quite where.

The route leading to a unique eminence in broadcasting—and thereby to a return to the soil and the privilege of week-end plowing—was rather roundabout and, at the outset, far from promising.

In his uncomplaining fashion, Murrow will say that he "never learned to play," a dramatically underplayed summation of a childhood that seems to have been dominated by lack of money and labor.

He was born Egbert Roscoe Murrow, the youngest of three sons, in 1908 on a small farm near Greensboro, N. C. (Egbert was jettisoned in his mid-teens when a foreman at a logging camp where he was working began calling him "Ed".)

His father Roscoe, who died a few years ago, was a large easy-tempered man who taught his sons to shoot and fish. His mother, Ethel, now in her 80s, was a tiny, spare, frugal woman, a stern disciplinarian and a devout Southern Methodist whose religious convictions barred cards, smoking and liquor from the house. Grace was said at every meal and, as each of the boys learned his letters, he was expected to take his turn at Bible-reading every Sunday.

The scant marginal living the farm produced demanded the efforts of the entire family, including the youngest, to whom the light chores fell.

The Voice Came Early

Spare though their circumstances, none of the boys appears to have been defeated by them. Lacey, the eldest became Washington State highway director, was later an Air Force brigadier general and is now a consulting engineer based in Washington, D. C. Dewey is a successful building contractor in Spokane, Wash.

In quest of better opportunities for his sons and himself, Roscoe Murrow sold the farm before Ed Murrow was of school age and moved his family to the State of Washington. They settled near Blanchard where he found work, first at a sawmill and later as a locomotive engineer for a logging railroad.

The youngest Murrow was a chunky little boy, "an independent little cuss with a big voice he'd use whenever anything went wrong," according to Dewey Murrow.

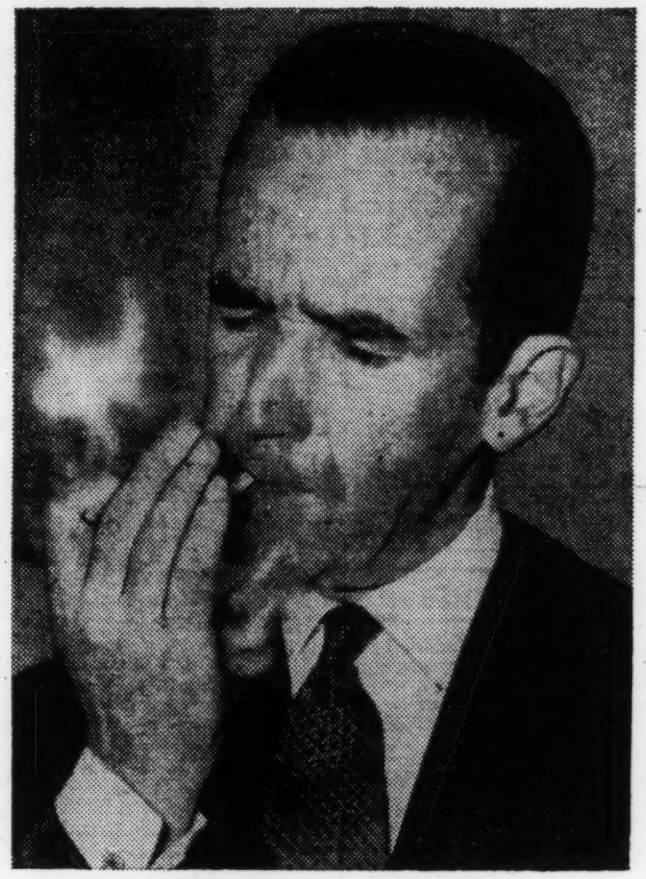
The boys got choring jobs at neighboring dairy farms in Skagit County and later at nearby lumber camps. After graduation, Murrow took a year off to earn money for college; he had hoped to attend the University of Virginia. But, realizing it would take too long to accumulate enough savings, he went off to Washington State College which his brothers had attended.

He did the "donkey work."

An undistinguished grade school student, Murrow had begun to exhibit both a brain and a popular personality in high school and at Washington State became an important campus figure.

With no particular goal in mind, he started out in business administration and then, still vague about his plans, switched to speech and history majors. And, although he was still working to help support himself, he found time to go in for dramatics, debating and campus politics.

One thing that helped was a photographically retentive mind. "He could attend lectures, take a note or two and then weeks or months later quote it almost verbatim," says Edward J. Lehan, a Spokane attorney who was a college friend.



He had a way of standing apart.

"He didn't like to do things he wasn't especially good at. On the other hand, anything he did well he usually managed to do better than anyone else. If he went out for a play, he usually ended up with the choice role; he preferred the serious ones. One summer we went off to ROTC camp. I was a cadet captain and he was a lieutenant. Six weeks later, I was still a captain and Ed was a lieutenant-colonel."

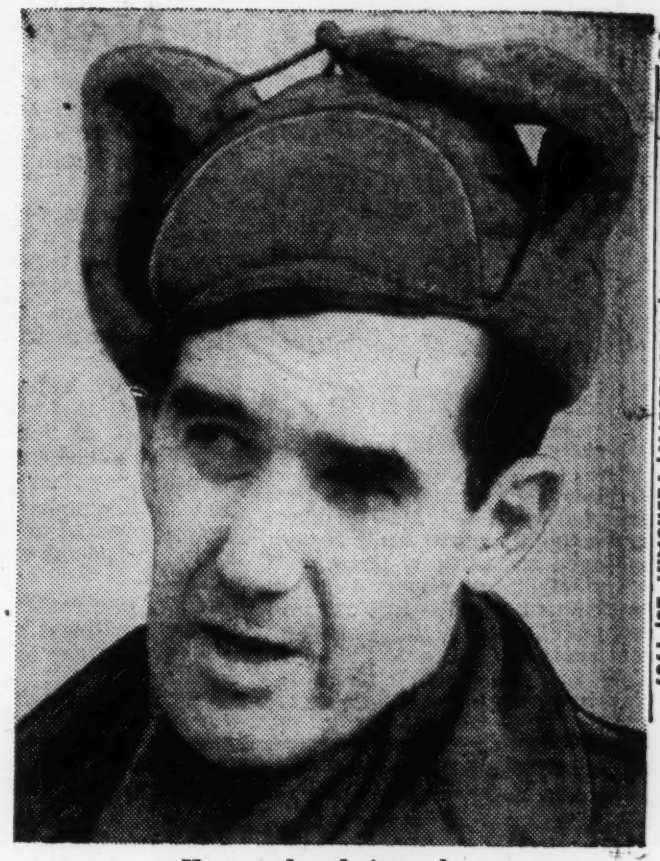
One of the most important things that happened to Murrow at Washington State was the interest he inspired in a middle-aged speech professor named Ida Lou Anderson. She spent hours sharpening his diction and delivery to perfection and generally polishing the timberlands-rough edges in the Murrow manner.

Murrow spent the next five years operating on the outer circumference of academic circles. In his senior year, he had been president of the student council, polished and promising enough to impress the young delegates to a convention of the National Student Federation who elected him president. This entitled him to $25 a week and a basement office in New York after his graduation in 1930, and brought him in contact with some of the most important educational figures in the country.

The federation's main activity was promoting student exchange programs and Murrow spent a lot of time talking about it before student groups in colleges and universities all over the country.

He dressed in those days with almost fanatic fastidiousness. With his brooding good looks, he was an extremely attractive and persuasive figure, although a somewhat puzzling one. An old associate from those days recalled recently:

"He was a kind of non-committal person; you were never quite sure where he stood. It was hard to figure out whether he was politically uneducated or politically careful. When things got hotly controversial—and they did only rarely at that time—he had a way of separating himself from each side."



He got the choice roles.

Murrow had spent much of his college years reading the ancients. What was to become his consuming concern with the hazards modern democracy faces was not fully aroused until he moved on to his next job. In 1932, he went to work as assistant director of the Institute of International Education which handled graduate student and professorial exchange programs.

The institute director was Prof. Stephen P. Duggan of CCNY. After Hitler's rise to power, Duggan and a committee of educators organized an emergency outfit to find American teaching berths for European scholars exiled by the Nazis.

Murrow did the "donkey work," writing letters and raising money and working closely with some of the best minds in Europe. It was a period he has recalled as "a revolving seminar" and "the most satisfying experience in my life."

In 1934, he married Janet Brewster, a Mt. Holyoke graduate from Middletown, Conn., whom he had met on a train two years earlier while both were bound for a student federation meeting in New Orleans.

The following year he went to work for CBS as director of talks. Primarily an educational job, it chiefly involved arranging radio talks by public figures willing to go on the air.

He apparently had little taste for subjecting the air audience to his own baritone. He stayed away from the microphone but he did move closer to the news field in 1936 when he helped set up CBS coverage of the Presidential nominating conventions and arranged campaign broadcasts.

The Night Before Christmas

Observing Murrow's industry, some of his associates pegged him at once, without rancor or envy, as network presidential timber. Although he was apt to become rather grimly preoccupied about work, he threw himself almost as earnestly into leisure. Then, as now, he could be a companionable partner to the bottom of the bottle and an enduring competitor at any game.

One old associate remembers an after-work expedition in Washington which in the early morning hours adjourned to a Baltimore shooting gallery. There, oblivious of the approaching sunrise, Murrow and John Daly, then a CBS broadcaster, stood fiercely "shooting everything in sight for hours on end."

Radio was sometimes an informal affair in those days; Murrow's debut on the air was unheralded, unnoticed and completely unauthorized.

Christmas Eve of 1936, after a successful office celebration, almost no one was left except Murrow and broadcaster Bob Trout who was waiting to deliver a late-hour five-minute news survey.

As a Christmas present, Murrow announced he would read Trout's newscast over the air while Trout sat and listened.

"He did it very well," Trout said. "I figured we'd both be fired for that, but I guess nobody important was minding the shop."

A few months later, another CBS executive persuaded Murrow, somewhat reluctant in the sober light of day, to serve as moderator for a one-shot air competition in adlibbing between the New York and the Chicago broadcasting staff. The talkfest was judged by the Washington staff which gave the prize to Murrow.

Despite the prescience of the Washington staff, no one jumped to put a microphone in front of Murrow. Shortly afterwards Murrow, himself, jumped at the chance to become CBS European director, a decision that more or less by accident was to deposit him in the right place at the right time.

Continued tomorrow

a Post Portrait

ED MURROW

By HELEN DUDAR *Article III*

Among the intermittent sources of wonderment to the corps of correspondents who covered World War II was the apparent predilection of the CBS chief European correspondent for getting within range of bombs, flak and anything else that could be counted on to explode.

Few correspondents reporting a war expect to avoid its hazards. But Edward Murrow's performance puzzled his co-workers, worried his friends and at times unhinged his employers, who were understandably anxious to keep a valuable property intact.

In the London blitz, Murrow carried his microphone to the rooftops and into the streets to catch the sounds of a city under nightly fire.

With a defiance matched chiefly by his astonishing luck, he also cruised the streets in an open car and made it a point to dine under several yards of glass. The skylight was the ceiling of a Soho restaurant which, even in the face of the general determination to "carry on," had lost many of its customers.

Like other correspondents, after the Allied offensive began he went along on bombing missions to Berlin and other German centers. And long after they ceased to be a reportorial novelty, Murrow was still taking off on missions. From time to time, his boss and friend, CBS board chairman William Paley, would extract a promise

Off on a run over the Western Front.

that the last of these flights had been made. In short order, Murrow would be wedged into another cockpit, sweating out another run.

"It was obvious he was forcing himself to go," a friend commented a while back. "Each time, he'd be a little grimmer and a lot more nervous. And it made no sense, because when you'd been on one of those rides, you'd been on all of them. Every minute was frightening."

Murrow flew and reported on a couple of dozen of those missions, probably the most memorable the December, 1943 account of an RAF raid over Berlin, reprinted in pamphlet form as the "orchestrated hell" broadcast.

("Berlin was a kind of orchestrated hell, a terrible symphony of light and flame." Although the sentence is vivid, Murrow's prose is for the ear rather than the eye and, lacking his taut delivery, the spare prose is often flat and lifeless on the printed page. But a few weeks back, when a recording of the broadcast was played during a London correspondents' reunion at the Overseas Press Club here, it proved to be almost as gripping as it had been 15 years ago.)

Murrow had a variety of explanations for associates perplexed by what they felt was a pretty wild flirtation with danger. As a reporter—"a proud word," he pronounced the other day—Murrow felt it a professional obligation to cover air raids along with other important events in the war.

Besides, he was angry. He had found on trips back home that U. S. citizens, out of reach of the battle, seemed to look on these expeditions as weight-dropping contests, with little regard for the human terrors involved. In addition, when young flyers would call him and invite him along, he couldn't say no.

While conceding the probable accuracy of these explanations, his friends had some of their own. For one thing, Murrow seemed to feel the handicap of having come to the reporting trade without training or experience.

Still in rompers in the late 30s, radio reporting was pushed into quick maturity by the war. But among the elite group of newspaper correspondents overseas, even broadcasters with newspaper backgrounds were, for a time, second-class journalistic citizens.

"Ed labors under a general compulsion to hit a home run every time he comes to bat," a friend explained. "In this case, I think he had to keep proving he was at least as rugged and as much of a reporter as anyone else over there by doing roughly twice as much as anyone else."

In addition, Murrow harbors some deeply-felt views about physical courage and about the role of men in times of crisis.

("The most withering scorn I ever heard Murrow expend on any man was reserved for an Englishman who scooted for the U. S. at the outbreak of the war," says a former associate. "He looked on it as a 'most unnatural and monstrous act.'")

His friends say that Murrow's efforts to enlist were met with discouragement and, in any case, the discouraging realization that the military was not likely to set him up as cannon fodder for the Germans.

"I suppose Ed felt he owed some kind of participation," one friend suggested. "I guess the nearest thing to shouldering a rifle was sitting up there in the sky surrounded by flak and the threat of Messerschmitts."

The Best of Circles

For a man who had never known the tyrannies of a city desk, Murrow proved to be a very apt practitioner of a trade he hadn't actively chosen.

"He had almost a genius for making good contacts," says William L. Shirer, who became Murrow's first assistant some months after Murrow came abroad in 1937 as CBS' European director. "There didn't seem to be an important person in London that he didn't know."

Murrow was a highly attractive and winning figure in London circles. Among other social graces, he had a lively selection of American folk dialect stories which was gradually expanded to include anecdotal material on some of the famous people he had come to know.

(A Murrow talent that has never moved beyond private audiences is a gift for mimicry. He has a well-trained ear and the ability to reproduce accurately almost any speech from cockney to the characteristic muffled rumbles of Winston Churchill.)

A minor frustration of the association, Shirer reported not long ago, was Murrow's total indifference to food. Murrow's disinterest in food is legendary and it sometimes takes the form of overt rebellion against ritual feeding.

"We'd meet in Paris and I'd take him to a restaurant I had found that the tourists hadn't gotten to and there would be a long, elaborate explanation of a long, elaborate menu, and he'd wind up ordering ham and eggs," Shirer said mournfully.

Initially, Murrow's European assignment was as a kind of network cultural attache. A pleasant post, it involved swinging around the continent lining up choirs, children's choruses and similar groups for broadcasts for the U. S. Late in 1937, he hired Shirer, an experienced newspaperman, as an assistant and the two of them divided the labors.

Shirer was in Vienna on a musical mission when Hitler's troops marched across the Austrian border in 1938. He had a story, but, with the Nazis sitting on the broadcasting facilities, no way to get it on the air.

He called Murrow, who was in Warsaw and who advised him to fly to London to make the broadcast while the story was still hot. To insure continued coverage, Murrow flew to Austria in a plane he had chartered for $1,000. By the time he rode into Vienna on a streetcar, the only transportation he could find from the airport, the Nazis had eased up on censorship and were allowing some broadcasts, so Murrow made several.

The Anschluss shifted radio's focus in Europe from the nightingales in Berkeley Square to the war drums

A wet day in wartime London.

beginning to thrum on the continent. Murrow was instructed to start a European news staff.

The men he hired—among them Eric Sevareid, Charles Collingwood, Larry Lesueur, Bill Downs and Richard Hottelet—became the core of the CBS news staff and gave the network the reportorial edge it still holds in broadcasting.

Although the home office was now taking news seriously, there were frivolous spirits back in New York whom Murrow and Shirer felt compelled to battle.

"Someone in the home office got the bright idea of doing a broadcast from a cabaret in London and another in Berlin," Shirer recalls. "The show was scheduled for the last week in August which, it turned out, was a week before the war started.

"Neither of us wanted to do it. We were convinced war was practically here and in the face of that, the whole idea seemed revolting. I found a place in Berlin and Ed found one in London, but we kept sending cables trying to get them to drop the idea. We couldn't convince them it shouldn't be done, so in the end we just refused to do it."

Murrow's wartime broadcasts made him a radio legend, a commanding figure here and abroad. The British, who got to hear BBC rebroadcasts of some of his nightly reports of their courageous stand during the blitz, have remained firm in their admiration.

'This . . . Is London'

Almost from the beginning, Murrow demonstrated a unique technique, as well as a flair for capturing sight and sound in the spoken word.

His "THIS [pause] is London" (and later, his "THIS [pause] is the news") is the keystone of the style and manner: austere, understated through a calculated use of silence, spiked with tension and attention-commanding in its undertones of knowledgeable foreboding.

(It has long been the industry cliche to describe Murrow's tonal cadence as the voice of doom. Most of the time it manages to suggest that disaster may be half-way around the corner. In this connection, a rather mystifying upper-echelon decision was made some years ago as part of an "in case of invasion" plan. It was ruled that radio would be limited to three familiar sounds: Arthur Godfrey's folksy patter, Bishop Fulton Sheen's spiritually-soothing voice and, to "steady" the populace, Edward R. Murrow's grim baritone.)

Murrow came back after the war, having somewhat reluctantly succumbed to Paley's urgings that he give up broadcasting and move into the office of CBS vice president in charge of news and public affairs.

He approached the task with his usual missionary zeal, according to a colleague.

"He had big hopes for revolutionizing the informational side of radio. We all dream of things like that, but the company's got a bigger arsenal. Murrow was back in broadcasting before the year was over."

Continued tomorrow.

a Post Portrait

ED MURROW

By HELEN DUDAR *Article IV*

As a network vice president for a brief period after the war, Edward R. Murrow has suggested, he was something of a misfit.

Among the things that he found uncongenial to his spirit, Murrow once explained, were budgets, the trivia of paper work and the executive prerogative of firing the hired hands.

Although the description manages to convey the impression of a man involved in an unequal struggle with "in" and "out" trays, most of those who worked with him said that during Murrow's brief term he proved to be an able administrator and news department chief.

(His efforts did fall short of his hopes to "revolutionize radio—to make it adult and intelligent," but that was a failure shared by many.)

Around the CBS news department during that period, it was considered something of a handicap not to be one of the "Murrow boys"—the corps of correspondents and commentators who were either hired by Murrow or had worked closely enough with him during the war to be lumped in that category.

"There were exceptions, of course, but some of the news hands felt that if you weren't a member of the 'family,' there was no proving you were just as good," said one old news hand.

At one point, a dissident news room group organized a Murrow Ain't-God Club. The movement collapsed after Murrow got wind of it and applied for membership.

Murrow's loyalties are elephantine and inspire a corresponding fidelity. Within the original "family," he is regarded with an affection that borders on the filial. (As a matter of fact, some of the crew members on one of his shows used to refer to him, usually out of hearing range, as "father." In that case, however, the designation appears to have been applied in the tribal rather than the paternal sense.)

Everybody's Pigeon

The fidelity Murrow inspired grew out of a dogged battle to ward off interference with reporting activities and a willingness to go to bat for his news staff on most scores.

"Ed's the man everybody ran to with their troubles," said one colleague. "Usually he'd say, 'I'm your pigeon' and get on the phone and straighten it out."

Some of his friends felt that Murrow's decision to relinquish the vice presidency and return to broadcasting was brought to a head by the departure from CBS of William L. Shirer.

Both men consider the episode a closed chapter and don't like to discuss it. The facts reported at the time were somewhat conflicting.

Shirer, who had been the original "Murrow boy," for some years held a prime news broadcasting spot. Then, in 1947, he announced he was losing the spot and suggested it was because the sponsor was displeased with his liberal views.

In the brief flurry of news stories that followed, Murrow tersely announced that Shirer's shift to a different, sustaining time was solely a network decision and had nothing to do with Shirer's views.

Shirer was on the point of accepting the change but quit when CBS Board Chairman William Paley announced that the move would result in "an improved service of news and analysis."

Soon after that, Murrow resumed broadcasting with a 15-minute news show presented five days a week. In its 13th year and—an economic victim of radio's decline—now only spottily sponsored around the country, the program is still presented in its original format.

The first six minutes are devoted to a flat presentation of the day's most important news developments, put together by the program's staff writer, Ed Bliss, with careful attention to Murrow's spare style.

("You don't go giving Ed Murrow adjectives," says Ed Bliss.)

The remainder, the "think piece," may be composed by Murrow or by ex-broadcaster Raymond Swing, a veteran newspaperman now in his 70s who is Murrow's eyes and ears in Washington, or it may be a collaboration between the two.

The end piece, generally mislabeled an editorial, is most often an elaboration of some important news event in which Murrow is careful to discuss both sides, usually avoiding any suggestion of which one he favors.

While he has waded purposefully into controversy involving the principle of dissent—or, as he puts it, "the sacredness of due process of law"—Murrow's political views have been carefully guarded from public, and in most cases even private, audiences.

The care Murrow exercises not to mix opinion with fact has been the subject of widely varying interpretations.

"He's essentially pragmatic, eclectic and uncommitted," says one man who worked for him for a long time.

"He's very strongly committed, but he blows off steam to a very few people," says another. "It's frustrating to people who meet him at parties and try to get him into a political debate. There might be a discussion, but you're not likely to find out which side he's on.

"That kind of circumspection has done him no harm either professionally or personally. No other man in the trade can boast such a disparate collection of associations."

Murrow's associations cover a broad selection of political, theatrical and professorial names suitable for

Murrow and Friendly

dropping. The political ones cover a political spectrum ranging from Winston Churchill to Aneurin Bevan, from President Eisenhower to Adlai Stevenson.

His "See It Now" subjects have been equally wide-ranging. Among them was the 1955 interview with Robert Oppenheimer (on the work of the Princeton, N. J., Institute for Advanced Study) at a time when the atomic scientist, having lost his government security clearance, was a hotly controversial figure.

Murrow has admitted in private to a deep admiration for Adlai Stevenson—a bias, it should be noted, that was never betrayed in campaign or election night coverage.

He has described himself rather insistently as a "mugwump." One writer on the subject concluded after some study that Murrow could be considered an "unritualistic liberal"—a label his friends consider reasonably accurate.

The expansion of the Murrow enterprises came in 1948 when a former NBC producer named Fred W. Friendly came to him with an idea for a Murrow-narrated recording of historic events heard over the air during the previous decade.

The result was "I Can Hear It Now," which was the first non-musical album to become a commercial hit, and one of the most fruitful collaborations in the broadcasting business.

The record was the inspiration for a radio show, "Hear It Now," a past-tense program transformed in 1951 to "See It now," which was more concerned with capturing some of the sights and sounds of the present.

Friendly, co-producer of "See It Now" and of the present "Small World" show, is a large, ebullient man who, even in repose, manages to suggest he has just been shot out of a cannon. He is highly regarded in the industry as a film editor and as a creative talent who appears to exhale ideas instead of carbon dioxide.

During the "See It Now" broadcasts, Friendly sat at Murrow's feet—out of camera range, to give him the narrative cues—and he is not at all averse to do so at most times. Not long ago, he observed:

"I have never heard Ed say a superlative in relation to anything he or we did. He is a modest man—unlike me; I am a victim of overstatement.

"The real magic about Murrow is that people like Marian Anderson and Danny Kaye (the subjects of two notable 'See It Now' shows) will do for him what they wouldn't do for thousands of dollars for anyone else—because they trust us.

"The thing that is Ed is heart—strength. There are times when it all seems unbearable, but after a day of juggling budgets, of editing, of logistics, it all seems worthwhile because he really believes it's going to work.

"He's a very subtle, sensitive person. He always gets much more out of people than they ever knew they had in them—people always try to live up to what they think Murrow thinks of them.

"There's better writing in television, but I don't think there's better editing. I will be sitting in the cutting room at two in the morning and I will be editing with his hands. He is an enormously strong force. I will sometimes stop and change a decision because I know it wouldn't be his. I may not agree with him, I may even think he's wrong, but I will do it his way."

Whether done Murrow's way or Friendly's way, as both men matured in the medium "See It Now" came up with some of the most sensitive documentaries produced on television before the program lapsed into oblivion last summer in its seventh year.

Willing and, for a time, apparently free to tackle subjects most of television showed little eagerness to explore, the show reached its height in political daring during the chilling political climate of the 1953-54 season.

Among other things, it dealt that year with the case of an Air Force reserve lieutenant about to be dismissed because his father and sister were suspected of left leanings (the Air Force changed its mind after the show's review); with both sides of an argument between the American Civil Liberties Union and the American Legion in Indianapolis; and finally with the late Sen. McCarthy's investigative methods.

The McCarthy Show

The last item made the biggest public impact. It earned Murrow some resounding accolades ("Last week will be remembered as the week broadcasting regained its soul," wrote The Times TV critic Jack Gould) and some enduring foes. Among them sturdily stands the National Assn. of Manufacturers. When it attacked Murrow for his narrative efforts on "The Business of Sex" a few weeks ago, it unforgivingly described him as the man who "pilloried [McCarthy] unmercifully and unfairly."

The program was a collection of film clips showing McCarthy's investigation techniques, and it contained one of the few editorials ever delivered on air by Murrow.

One of the romantic legends about the program was that it was scheduled without the knowledge of—but with the "retroactive" approval of—CBS brass which, to some observers, seems as plausible as the idea of a Cape Canaveral rocket team launching an Atlas without notifying the Pentagon.

Murrow was prepared for McCarthy's counter-attack. Months earlier, one of the Senator's aides had gleefully announced to a member of the camera crew in Washington that they had evidence Murrow was "on a Soviet payroll in 1934."

The "evidence" was Murrow's employment 20 years earlier as assistant director of the Institute of International Education, an eminently respectable exchange organization which had sponsored a summer session in Russia for American and English students.

It is Murrow's self-deprecating contention that the McCarthy show received "much too much credit" for its boldness. (The feeling is shared by a number of people who observed at the time of the broadcast that Murrow had waited a long time to join the small chorus that had been voicing alarm over McCarthyism for several years.)

A few weeks ago, he said, "The timing was right and the instrument powerful. We did it fairly well with a degree of restraint and credibility. There was a great conspiracy of silence at that time; when there is such a conspiracy and somebody makes a loud noise, it attracts all the attention."

It is probably an over-simplification to conclude that the show's troubles and eventual demise date from that loud noise, although Friendly had an interesting comment to make on it recently.

He recalled that as they set to work editing the McCarthy program, "I said to Ed, 'This is going to be a tough one to do.' He said, 'They're all going to be tough after this.'"

Added Friendly, no man to overlook a good curtain line:

"We have been swimming upstream ever since."

Continued in the Week-End Magazine

a Post Portrait

ED MURROW

The Murrows on their Pawling farm.

By HELEN DUDAR

Not long ago—not too long before the announcement of his year's sabbatical—Edward R. Murrow, answering a question about the length of his daily labors, countered rather forcefully:

"I like work. I don't mean to say I love every minute. But I think you would agree that few people can be more fortunate than the one who works at what he likes. The frustrations are never unrelieved."

His announcement, a short time later, that at season's end he would begin a year largely devoted to reading, resting and travel, whipped up a storm of speculation that has not yet abated.

However often relieved, the frustrations are scarcely minor. It might be said that the case of Edward R. Murrow in 1959 is the case of the non-organization man in an era of rule by committee.

For years, Murrow occupied a position at CBS singular within that network or any other. One co-worker the other day described him as "a network unto himself." Essentially, the broadcasting figure of Murrow was outside of and antithetical to the corporate structure.

Three Masters

In by no means an unlimited fashion, but to a degree no one else could boast, Murrow had been free to do pretty much as he pleased. That freedom was best expressed in some of the best of "See It Now" before it went into an unsponsored decline and died last season.

Murrow was answerable for the results to his own standards and to general standards of what was fair, honest, informative and good showmanship; to the public response, and to a sponsor.

While he had one, the sponsor for "See It Now" was a broadcaster's fantasy. Until Alcoa decided to go in for the hard sell and compete for the housewife's attention on TV, ending nearly five years of institutional advertising, the Murrow production team operated largely without interference and without much attention to budgets.

One reason for Murrow's independence was the public response. His personal prestige overshadows the network and every other figure at the network. A documentary turned out by the team of Murrow and Fred W. Friendly is, in the public mind, not a CBS documentary or a Murrow-Friendly documentary. It is a Murrow program.

The other reason for Murrow's freedom had been a close relationship with CBS Board Chairman William Paley, dating almost from Murrow's arrival at CBS more than 20 years ago and rooted in a deep mutual admiration.

"Ed doesn't have to work through channels if there's trouble," a former associate once boasted. "He can go straight to Bill Paley."

A network man once described Murrow as "Paley's conscience"—the lone strong figure present to keep reminding Paley that in addition to an obligation to entertain the public at a profit to the corporation, it had the responsibility of keeping its audience informed.

Whether that relationship still exists in the same strength is irrelevant, since something larger has been superimposed within the corporate framework.

Teamwork is the keynote of the day. There are no more loners lone-wolfing it at CBS. For the past year its factual programs have come under the direct control of the management through a Program Plans Board.

The board's 28 presidents and vice presidents (the membership includes Paley, Frank Stanton, president of the parent corporation; Lou Cowan, president of the TV network, and Merle Jones, president of the CBS-owned TV stations) filter and pass on ideas, controversial or otherwise, that will be offered to the public.

But, Murrow told an interviewer some time ago, "You can't go through committees to get approval to do what I did."

There's no dearth of ideas or diminution of their development for the air. In fact, the big networks are devoting more time than ever to informational programs, which may be seen at all hours of the day, except the hours most people spend in front of a TV set. The shift is in the emphasis: the emphasis leans to the brighter side of things.

"This is upbeat time," observed one network man. "You don't have to find a crisis in every controversy."

That hardly leaves breathing space for a man who believes television should "reflect occasionally the hard, unyielding realities of the world in which we live," and whose personal view of those hard realities is that "if we go on as we are, then history will take its revenge and retribution will not limp in catching up with us."

Or, as Murrow has said on another occasion: "Today, I do not think I would be allowed to do the McCarthy show. The sanction for heretical shows was higher in the climate of five years ago than today, when the climate is safer, more tranquil and more profitable."

Profit has not induced any noticeable tranquillity in Murrow's working days.

Five times a week (any week but this one, which he is spending on vacation in Florida), he strides purposefully from his office to a little radio studio down the hall to deliver his newscast.

He is, by then, perspiring generously around the chin—the customary manifestation of nerves that attack him just before a broadcast performance.

One of the 60-odd cigarets he burns up a day is dangling from the corner of his mouth. As he marches grimly through the puffs of smoke preceding him, he is so totally absorbed that he is certain to pass without notice or greeting at least one old friend or associate of 20 years' standing.

By that time of day, usually his 10th hour at work, he has visited with the parade of callers who pass through his four-woman secretarial staff.

Some of the day may have been devoted to a conference with Jesse Zousmer and John Aaron, co-producers of his Friday night "Person to Person" show, which Murrow is giving up after this season.

(Murrow has come in for a good deal of criticism from his friends and critics for the gentlemanly interviews and often strikingly vapid content of the show. It has, however, been a means to means. Jointly owned by Murrow, Zousmer and Aaron, "Person to Person" was sold recently to CBS for a reported seven-figure price in a capital gains deal.)

Ninety or more minutes of the day may have been spent on a complicated radio-telephone hookup, moderating a three-way discussion which will be pruned to 30 minutes by co-producer Fred W. Friendly for the Sunday "Small World" show.

And Family, Too

He will have dictated part of his radio broadcast and answered a large volume of mail, including some of the 400 to 500 invitations to make speeches, mostly before women's groups, he is obliged to decline annually. The dictation will have been delivered in characteristically tidy sentences, but, as a result of the speaker's absorption in the text, will be inelegantly mumbled.

There may also be a recording session of a narration he occasionally reads for a radio factual special put together by the CBS public affairs department. Although he had no hand in its planning, preparation or production, the program, as with "The Business of Sex," will thereafter be referred to as "the Murrow program."

Between interruptions, he will have skimmed most of the important U. S. and British newspapers, several magazines and a couple of chapters of a current volume of important non-fiction.

When the evening broadcast is over, if he is on his way to a business dinner engagement at an unfamiliar place, the address will be typed on a slip of paper because Murrow's mind, absorbed by larger issues, tends to lose minor details.

Home late in the evening, he may read until 2 a.m. or, if he can't sleep, until 4 a.m. In either case, he will be up in time to get to the office by 10 a.m.

Murrow says his family is "pretty tolerant" of this schedule. His wife, Janet Murrow, 48, a handsome, intelligent, blond woman, puts in a good deal of time during the day as chairman of the board of Reid Hall, an international educational organization. Their only child, Charles Casey, an engaging 13-year-old, who was born 11 years after his parents' marriage, attends Buckley, a private school in New York.

They get to see a good deal more of the head of the house at the Pawling farm, where the family spends alternate week-ends and where, by common report, Murrow is far more relaxed.

The boy shares his father's bird-hunting and fishing interests; the Murrows golf together and Murrow takes a proprietary pride in things like acreage yield and milking machines.

Murrow declared last week that he was 50 years old and tired; that he had no quarrel with his employers; that the leave would be a fulfillment of an old desire; that he was surprised the idea should be considered "such a big story"; and that he would be back in full harness in 1960. (He plans to continue "Small World" from the field.)

Apart from giving him more time with his family, the sabbatical will allow him to satisfy his yearning for leisurely reading and traveling and, possibly, for reporting.

The last item is the activity he says he has missed most as a desk-bound news commentator, TV producer and performer: "The excitement and the fun of doing what is the toughest and most satisfying job of all—trying to describe what you have seen."

He has offered his reportorial services to CBS in the event that he finds himself near a breaking story.

With the present jet services and Murrow's appetite for sitting in on big news, one old friend calculated the other day that it's likely to happen, beginning early next fall, on the average of once a month, any place Murrow is within a few thousand miles of.

Last of Five Articles.

N.Y. Times

Are There Still No Answers To Ed Murrow's Questions?

By JUNIUS EDDY

As a long-time admirer of Edward R. Murrow (dating back to the wartime days when "This . . . is London" first made his voice familiar to us), I watched with admiration as the recent week-long "Murrow Retrospective" unfolded over Channel 13. The impact of the programs selected from "CBS Reports" and "See It Now" was as strong and immediate as it was when I originally saw them. Murrow's passion as a human being, and his integrity as a reporter, came through with an intensity that I had all but forgotten after his nearly 10-year absence from the broadcasting scene.

As I watched night after night, however, my admiration for Channel 13's decision to do the retrospective was steadily transformed into disappointment—and eventually into indignation—over the unimaginative manner in which the educational station chose to frame those compelling works by Murrow and Fred Friendly.

My concern is essentially with the use of the time allotted for discussion and interviews following the rebroadcasts, and my distress began at the conclusion of "Harvest of Shame." Certainly, Friendly's important contributions to the full body of Murrow's television classics needed to be recognized, and it was good to have him on—talking easily and affectionately with Mrs. Murrow about *her* husband and *his* colleague. But the impact of "Harvest of Shame" was so powerful, and the questions it raised were of such continuing consequence (as Mrs. Murrow said, that program was not "dated" in the least) that I was waiting for the obvious to be done: namely, for Channel 13 to bring us up to date on what had happened to the migrant workers' plight in the decade following the original telecast—to allot some additional time for us, that night, to see it *now*.

*

Two people interviewed during the program itself — Secretary of Labor James P. Mitchell and the Florida reporter who had done a newspaper series on the migrants—both vowed to devote much of their lives ("in or out of office," and Mitchell) to trying to rectify the conditions under which migrant workers lived and worked in 1960. And Murrow ended the program by reading a list of recommendations drawn up by a Presidential Committee designed to improve some of these shameful conditions.

Why were Secretary Mitchell and the Florida newsman not sought out for interviews and asked to tell us what they had accomplished or, in frustration, were unable to do anything about over the past decade? (If they had died in the interim, someone who knew of their efforts or others acquainted with the situation today might have been interviewed to bring the matter up to date). Cesar Chavez might have told us about his recent (and continuing?) struggles to organize the grape-pickers in California; Congressional leaders concerned with the same issue currently might have added to our understanding of the situation today.

If this was a national disgrace in 1960, does it continue to be so? Were any of those committee recommendations adopted or implemented? We were not told. Nobody seems to have realized that Ed Murrow would have cared more about the issue itself and what remains to be done about it than he would about a tribute to himself 10 years afterward. The real tribute would have been to give his and Friendly's efforts a sense of continuity, outgrowth and development—to place them in some sort of meaningful historical context. Where were the creative minds at Channel 13 who, when they previewed this program, might have seen it as an extraordinary opportunity for public service television to build imaginatively on the work of these pioneers?

*

The programs on Annie Lee Moss and Lieut. Milo Radulovich added still another dimension to this issue. Why was not Mrs. Moss, or someone who knew her, interviewed to tell us what had happened to *her* in the 20 years following her appearance before the McCarthy subcommittee? All we had after the program was a brief filmed statement by Roy Cohn saying, as I recall it, that all the charges against Mrs. Moss had been reviewed later and sustained. Are we to assume this is true because Mr. Cohn—not noted for his verbal accuracy, to put it charitably—says so? In the light of the convictions expressed by President Eisenhower at the end of the program, did Mrs. Moss ever have a chance to confront her accusers face to face? Was she ever reinstated? Has the conduct of Senate investigating bodies been altered appreciably since? We were not told. To have chosen this program, in which Murrow showed us a citizen's loyalty being questioned 20 years ago, and not tell us anything afterward beyond Roy Cohn's smug reiteration of the charges against her, seems to me to go beyond a mere lack of broadcasting creativity and to border on irresponsible journalism.

Murrow , I think, would have been incensed at this misuse of his document because when the program was done originally the issues were controversial and unresolved. His sympathies were obvious but much of the case was still in doubt. He tackled it as a working reporter, hoping that "we the people" would wake up and do something about it. But to repeat the program—in which we see again this woman's character being assassinated, *20 years after the fact*—without trying in some way to resolve the allegations and present more of the truth than was known at the time seems to me to compound the terrible injustices the Murrow program brought to light at the time.

The Radulovich program was similarly unresolved when Murrow did it and apart from leaving in limbo the outcome of the security risk classification for Lieut. Radulovich personally, it raised some fundamental questions about military boards of review that continue to plague and confound us today: witness the case of Colonel Herbert, among others recently in the news. It is a little ironic that Murrow himself was the one to resolve for us—two days later, at the beginning of the rebroadcast of the Indianapolis ACLU program—the personal aspect of Radulovich's case, reporting in a filmed sequence with Air Force Secretary Harold E. Talbott that the lieutenant had been reinstated in the Air Force Reserve after five weeks of review. It would be nice to believe that one of the reasons Channel 13 chose the Indianapolis program was that it contained this sequence—but it would also have been dramatic and appropriate to have had Radulovich himself, or his sister, or someone who knew him, tell us how that entire situation affected the course of their lives—for good or ill. And what about due process of law in such cases today? As Murrow said, it's an issue that "needs to be argued about endlessly."

*

Even the program on Senator Joseph R. McCarthy missed an extraordinary opportunity to educate and inform a whole new generation about the way in which the nation shook itself free of the fear that characterized this terrible era in our country's history. Not everybody knows how *that* story came out; to most of the younger generation today the name McCarthy means a Presidential candidate. They need to know the sequence of events which led to the ultimate arousal of the Senate and culminated in the censure of the Junior Senator from Wisconsin. This was only alluded to in the panel discussion following the Wednesday night program, in which men who knew and worked with Murrow talked reflectively about whether he was a broadcast journalist or a true documentarian—issues of more interest to an in-group of producers than to the general viewing public.

The program on the Indianapolis ACLU, on Thursday night, was the only one in which we had some indication that Channel 13 recognized its responsibility for up-dating these extraordinarily controversial programs. An ACLU spokesman *(Continued on Page 28)*

PRESIDENT ORDERS A TV-QUIZ INQUIRY

Assails Rigging but Warns of Censors — Producers Quit 'Person to Person'

By JACK GOULD

President Eisenhower said yesterday that he had asked Attorney General William P. Rogers to study the fixing of television quiz programs.

In a news conference at Augusta, Ga., the President said that the presentation of rigged quizzes was "a terrible thing to do to the American public." But he cautioned against Federal action that might amount to censorship [Question 8, Page 12.]

As the uproar over the quizzes and the related controversy over self-regulation of TV continued, the producers of "Person to Person," announced that they would sever relations with the Columbia Broadcasting System.

Question of Integrity

The producers, Jesse Zousmer and John A. Aaron, said the program's integrity had been damaged when Frank Stanton, C. B. S. president said the show was rehearsed.

In an interview, the two producers said that it had been no secret that the show had been prepared in advance. Such a practice, they said, involved no element of deceit and should not be associated publicly with fraudulent quizzes.

Mr. Stanton said that no slur had been intended either on the producers or on the program guests, which have included many figures in prominent public life. They usually were shown in their homes, chatting with an interviewer.

All that C. B. S. asks, Mr. Stanton said, is that the production practices on "Person to Person" be made known to the viewing public. He agreed that

Continued on Page 23, Column 4

PRESIDENT ORDERS A TV-QUIZ INQUIRY

Continued From Page 1, Col. 4

the network has been responsible in part for past practices.

C. B. S., which owns the show, said the program would continue.

In another development Mark Goodson, co-producer of "The Price Is Right," said that the program's occasional practice of advising all contestants not to bid above a certain figure had been discontinued more than a year ago.

On Wednesday a former contestant, George Price of Canton, Ohio, said that in June, 1958, he had been told by a member of the program's staff not to exceed a bid of $3,100 in seeking to win a Mediterranean cruise by guessing in competition with other contestants the worth of the cruise.

Mr. Goodson added that the practice involved no element of deception because all contestants were given the same information and no one had been tipped off to the actual price of a piece of merchandise.

Goodson Stresses Theatrics

He questioned whether "the holier-than-thou" approach was not going too far in TV and might not jeopardize shows that were obviously theatrical in intent. "The Price Is Right" is both a daytime and evening attraction on the National Broadcasting Company's network.

Until the President announced in Augusta that he had asked Attorney General Rogers to look into the quiz situation, the Department of Justice had no formal inquiry under way. Nor had the White House made formal requests of either the Federal Communications Commission or the Federal Trade Commission to assay the problem.

Officials of the Justice Department indicated that a report to the President probably would not be completed until after the House Special Subcommittee on Legislative Oversight wound up its hearings next month. Charles Van Doren, a contestant on "Twenty-one," and network officials are scheduled to be heard Nov. 2, 3 and 4.

The decision of Mr. Zousmer and Mr. Aaron to dissociate themselves from C. B. S. followed a stormy meeting with Mr. Stanton regarding an interview that appeared on Tuesday in The New York Times. In the interview Mr. Stanton discussed "Person to Person," among other programs, while elaborating on his new policy against practices that might mislead a viewer.

The two producers asked Mr. Stanton to correct the "slur" on their show. Several days earlier Mr. Zousmer and Mr. Aaron had been upset by the abrupt cancellation by C. B. S. of a taped interview with Mae West, who was to have appeared on the opening installment of this season's series of programs.

After no further statement was forthcoming from Mr. Stanton, the producers decided to withdraw. They will remain with "Person to Person" for a few weeks, however, until a new producing team is broken in.

Mr. Zousmer and Mr. Aarons, in their office at 501 Madison Avenue, said "Person to Person" could be likened to a feature news story. The program never purported to be a spot news interview, but rather to reflect a guest's general interests and the way in which he lived, they said.

Preliminary discussion of topics to be covered on a show involved no unethical practice, the producers said. The guest chose to speak about what interested him, they added, and the program openly and readily concurred. The attitude of the program, they said, was that of a visitor in someone's home and it tried to be thoughtful of its host.

Fundamental Review Seen

No viewer, the producers went on, was so naive as to think all the physical equipment of TV could be installed in someone's home without planning and preparation. When inadvertent mishaps did occur, Mr. Zousmer asked, how would it appear if the network implied they were rehearsed?

In the matter of "The Price Is Right," Mr. Goodson, seen in his office at 375 Park Avenue, said that it was obvious TV was undergoing a fundamental review of the issue of disclosure.

Unless outright cheating or dishonesty were involved, he said, TV always would have trouble drawing some arbitrary line between theatre and actuality. On "The Price Is Right" if all contestants overbid, no one would get the merchandise, he noted. Under existing rules overbidding is frequent, the game is slowed down and no one is the gainer, he observed.

Mr. Goodson said that more than two years ago he ordered the elimination of prepared comedy lines from "What's My Line?". Now, in the light of Mr. Stanton's policy, he belives he should do the same on "I've Got a Secret."

He said he recognized that "the climate of permissiveness" tended to change but he thought that some of Mr. Stanton's proposed measures went to extremes that seemed "frightening." Carried to its logical conclusion, he said, prominent figures in government and industry should announce when they are reading ghost-written speeches.

In the TV world there appeared to be a growing feeling that the controversy over rigged quizzes might lead to a new wave of censorship within the industry. There were reports that some comedians planned to put up a stiff battle against the proposed C. B. S. ban on "canned applause" lest they be the major victims of the policy.

Britten Writing Opera For Aldeburgh Fete

ALDEBURGH, England, Oct. 22 (Reuters)—Benjamin Britten has started work on a new opera, "A Midsummer Night's Dream," based on Shakespeare's comedy, which will have its world premiere at next June's Aldeburgh Festival of Music.

The 45-year-old British composer, who has lived in this little Suffolk fishing town for the last twelve years, is one of the founders of the festival, which began in 1948.

His last opera, heard in 1954, was "The Turn of the Screw," based on Henry James' story. At last year's festival, his "Noye's Fludde," a musical miracle play based on the Biblical story of Noah, won high praise.

Journal 3/4/54

Wires, Calls to Murrow Strongly Anti-McCarthy

Thousands of telephone calls and telegrams continued yesterday to pour in on the Columbia Broadcasting System in the wake of a denunciation of Sen. Joseph R. McCarthy by news commentator Edward R. Murrow.

A CBS official said the response was "overwhelmingly in favor of Murrow" and ran as high as 40-to-1 in some sections of the country. The network said no nationwide tally was immediately available.

At CBS headquarters in New York, operators counted 8,841 favorable calls and 697 protests against the Murrow show. Out of 2,850 telegrams received here, eighty-six criticized the program. In Los Angeles, about twenty protests were among the first 800 calls, the CBS outlet said.

In Washington, Sen. McCarthy accepted an invitation to appear at 7 o'clock tonight on the fifteen-minute Mutual Broadcasting System radio program conducted by Fulton Lews jr. The Senator said he would give "partial" answers to Adlai E. Stevenson's speech Saturday night in Miami and to remarks made Tuesday on the Senate floor by Sen. Ralph E. Flanders, R., Vt.

Sen. McCarthy told reporters he also may accept Mr. Murrow's offer to appear on the program sponsored by the Aluminum Company of America but said he wanted to know more about what role Mr. Murrow proposes to play in such a reply program.

In the telecast of his "See It Now" show on Tuesday night, Mr. Murrow declared that "the line between investigating and persecuting is a very fine one and the junior Senator from Wisconsin has stepped over it repeatedly."

Quick Reaction

The network's top newscaster and a member of its board of directors, Mr. Murrow used films and tape-recordings of Sen. McCarthy's statements and said the Senator employed half truths as a "staple."

Within four hours after the Murrow show went off the air at 11 p. m., CBS received 2,365 calls, of which they said 2,214 approved Mr. Murrow's views and 151 opposed them.

Hundreds of callers, the network said, asked that the program be rebroadcast. The program was put on film and could be rerun, but CBS said that no decision had been made on this point.

Mr. Murrow made his appraisal of Sen. McCarthy while the Senator was in the middle of a fight to force CBS and the National Broadcasting Company to give him free air time in which to answer Mr. Stevenson.

The networks have rejected Sen. McCarthy's demand and offered time to reply to Mr. Stevenson to the Republican National Committee, which selected Vice-President Richard M. Nixon as the party spokesman.

A CBS spokesman said the Murrow broadcast had been "in the works for weeks" and had nothing to do with the Senator's recent controversy with the network. He added that the response to the show was the greatest in the network's history and that an "amazing number" of callers said they had never telephoned a radio station or newspaper before, but had been so moved by the show that they made that occasion an exception.

Meanwhile, the Radio, Newsreel, Television Working Press Association odf New York sent Sen. McCarthy a telegram accusing him of a discriminatory attitude. He refused to pose for CBS and NBC cameras at a press conference Tuesday because of his difficulties with the networks over free time to reply to Mr. Stevenson.

TRIBUNE 3/20/54

Alsops and Lippmann Win Top Overseas Press Awards

Writers for the New York Herald Tribune won the Overseas Press Club awards for the best consistent reporting and the best press interpretation of foreign news in 1953, it was announced last night. The first went to Joseph and Stewart Alsop and the second to Walter Lippmann. It was the third time the Alsop brothers had won this award.

The awards were announced at the fifteenth annual awards dinner at the Waldorf-Astoria by John Barkham, managing editor of "Coronet" magazine and chairman of the awards committee.

Radio & TV Awards

Other winners were:

Howard K. Smith, of the Columbia Broadcasting System, for the best consistent radio reporting from abroad.

Edward R. Murrow, of CBS, for the best consistent television presentation of foreign affairs.

Elmer Davis, of the American Broadcasting Co., for the best radio interpretation of foreign news.

Michael Rougier, of "Life" magazine, for the best photographic reporting from abroad.

No Polk Memorial Prize

There was no George Polk Memorial Award this year, because of a "lack of suitable candidates," Mr. Barkham explained. This $500 cash award is given only in recognition of courage, integrity and enterprise above and beyond the call of duty.

Last night's winners received a bronze plaque and a gold watch. Mr. Murrow also received a gold membership card for his work in heading the campaign for the Memorial Press Club, scheduled to open in August at 35 E. 39th St.

Mr. Murrow received an ovation each time he arose to accept his honors, and especially after Mr. Barkham referred to him as "a man who recently added a whole new dimension to television, a man who boldy stepped in where everone else feared to tread." This was an obvious reference to Mr. Murrow's recent analytic television studies of the career of Sen. Joseph R. McCarthy.

Herald

MATTER OF FACT

3/29/54

By JOSEPH and STEWART ALSOP

McCarthy on the Run

WASHINGTON.

There is no longer any doubt about it. Sen. Joseph R. McCarthy is in very bad trouble indeed. Moreover, he knows it. McCarthy and his partisans are now making desperate efforts to negotiate some sort of deal in order to head off the forthcoming hearings on McCarthy's battle with the Army.

Last week, for example, Richard Berlin, a powerful executive in the Hearst newspaper chain, came to Washington on a special mission. Berlin is one of the original McCarthy backers, and he sponsored Roy Cohn as counsel of the McCarthy Committee. At a carefully pre-arranged dinner party, Berlin and McCarthy were brought together with Brig. Gen. A. J. Drexel Biddle, who is personally close to both Gen. Matthew Ridgway and Secretary of the Army Robert Stevens.

The pitch was made over the brandy and cigars. Surely, Berlin said, some reasonable way out of the mess could be found. Perhaps both Cohn and Army Counsel John Adams could be fired, and the matter then dropped. Or perhaps an arbitrator of national stature could be found, to adjudicate the whole matter privately. McCarthy said that this would be "O. K. with him." But Biddle, apparently, did not rise to the fly.

* * *

Other attempts to work out a deal have also failed so far but they still go on. Since the Berlin visit, there have been hints that Cohn might be fired, and that McCarthy would not even insist that the Army fire Adams in exchange, if only the whole affair could be buried. There have also been not very veiled threats to the effect that there is plenty of material in the McCarthy files to ruin certain highly placed Defense Department officials, if the Administration "really wants to play rough."

At the same time, an attempt to divorce McCarthy completely from the whole affair is also going forward. McCarthy himself always refers to the "Cohn-Adams hassle," and airily implies that he has nothing to do with this minor mixup. He says that he has "nothing against Bob Stevens or any one else in the Administration," the whole business is just trouble-making by "left-wingers." This line is being dutifully parroted by all those who still find it the better part of wisdom to sing whatever tune McCarthy calls.

Yet it is difficult to believe that any one will be fooled. McCarthy has in effect called Stevens a) a liar, b) a blackmailer, and c) so contemptible a poltroon as to offer to supply "dirt" on the other services in order to buy immunity for himself. Stevens, a naive but honorable man, is not so naive as to believe that all this is in the spirit of good clean fun. "This time," he has told friends, "I'm in it to the end."

* * *

This time, moreover, the whole Administration has its guard up. The most careful preparation has been made for the forthcoming contest. Complete substantiation has been found for everything in the Army report on the McCarthy-Cohn matter. For example, according to the report, McCarthy told Adams and Stevens that David Schine was a "pest" and a "nuisance," and then hastily asked them not to repeat these views to Cohn. At least two other individuals, who have precisely the same experience with McCarthy ("but for God's sakes don't tell Roy Cohn") have been found, and are available to testify.

The Administration forces thus believe that McCarthy cannot seriously shake the Army's story. They also believe that the McCarthy story can be shaken and shaken hard — there are even serious internal contradictions in the memoranda so hastily released by McCarthy. Moreover, the Administration has weapons in reserve.

As previously reported here, some very damning material was not included in the Army report. What is more, the Army has compiled another report, described as "devastating," on the effects on morale at Ft. Dix of the special favors for Schine demanded by Cohn and McCarthy.

* * *

All in all, it is not surprising that McCarthy and company are eager to come to terms. It is not impossible, of course, that the still numerous McCarthy appeasers in the Administration will agree to make a deal with McCarthy, "in the interests of party harmony." But, at least, the opportunity does now clearly exist to restore sanity to the country by defeating once and for all McCarthy's bid to seize control of the Republican party.

The final outcome, of course, depends on one man, as it always has. Here it may be worth recounting an incident which occurred during a recent correspondents' dinner in Washington. Television broadcaster Ed Murrow suddenly felt a strong hand on his back. He turned to recognize a familiar grin.

"Hello, Ed," said the President, "I was just feeling your back to see if there were any knives sticking in it." The reference was obviously to Murrow's brilliant broadcast on McCarthy. Both men laughed, and then Murrow said, "From here on out, it's up to you, Mr. President." No truer word was ever spoken. With McCarthy on the run, the President has a golden opportunity to show once and for all who is the real leader of the Republican party, and of the United States.

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NY TIMES 3-17-58

SENATE RACE WEIGHED

Mrs. F. D. Roosevelt Proposes Morrow or Finletter

Both Edward R. Murrow, radio and television news commentator, and Thomas K. Finletter, former Secretary of the Air Force, are qualified to be Democratic candidates for the United States Senate, Mrs. Franklin D. Roosevelt declared last night. She spoke before members of the East Side Democratic Club at 307 East Eighty-sixth Street.

"In the Senate," she said, "we need very badly a man of strong convictions, a man of knowledge of the world, a man of understanding and imagination who can really tell us what the people of the uncommitted areas really need and want."

Mrs. Roosevelt said Mr. Murrow had an "international viewpoint," had traveled widely and had lived through World War II in Europe.

NY TIMES 3-11-58

MURROW BACKED FOR SENATE RACE

Newsman's Name Put Forth by Liberals—Harriman's Aides Weigh Candidacy

By RICHARD AMPER

Edward R. Murrow, the radio and television commentator, was projected yesterday into the race for the Democratic and Liberal party nomination for United States Senator.

His name was advanced formally by Alex Rose, Liberal party vice chairman. But it also was learned that some of Governor Harriman's closest Democratic advisers thought "highly of Mr. Murrow as a possible running mate for the Governor in November" had considered such an idea as long as a year ago, and subsequently had discussed it with Mr. Harriman.

The Governor himself maintained his position of being officially uncommitted to any potential candidate.

Mr. Rose projected Mr. Murrow's name following a weekend visit at the Executive Mansion in Albany.

Some Reaction is Hostile

The initial reaction of some rank and file Democratic organization workers to a candidacy by Mr. Murrow was hostile. One of them said:

"You don't think any of the old pros is going to step aside for him?"

In conferring the Liberal party's blessing on a candidacy by the 49-year-old newscaster for the Columbia Broadcasting System, Mr. Rose said:

"Ed Murrow articulates the principles of democracy and liberalism with deep devotion. He would make a great United States Senator. Leading Democrats have been thinking of him for some time. We hope [illegible] one [illegible] he will exchange [illegible] brilliant career for another."

Asked if he were interested in running for the Senate or would agree to run, Mr. Murrow said:

"The only thing I would like to say is that I have neither the intention nor the appetite to run for elective office."

Avoids Firm Stand

But he refused to say whether this attitude was irrevocable or whether he ultimately might be persuaded to run. He also refused to say whether the Governor's intimate Democratic advisers had spoken to him about such a candidacy, although it was learned from other sources that they had.

Mr. Murrow, who has never held political office, said he was not an enrolled member of any political party.

A native of Greensboro, N. C., he lives with his wife at 580 Park Avenue and has a farm at Pawling, N. Y., which, he said, is his voting residence.

Whether Mr. Murrow, if he did run and was elected, would [illegible] his connections with C. B. S. was uncertain. Asked if he had considered the difference between a Senator's salary of $22,500 a year and [illegible] the mo[illegible] 500 a year he is [illegible] to earn, Mr. Murrow said that he had not thought about it.

Others Are Named

Assorted motives were ascribed to the projection of Mr. Murrow's name into the senatorial race. The Liberal party leaders have been tossing potential hats into the ring like confetti in a patent effort to obtain a voice in the choice of the candidate. They have even served notice that they might support Senator Irving M. Ives, Republican of Norwich, if he sought re-election or run their own candidate if they were dissatisfied with the Democratic choice.

Among those the Liberals have commended to Mr. Harriman as candidates acceptable to them are Thomas K. Finletter, Secretary of the Air Force in the Truman Administration; District Attorney Frank S. Hogan, and Ralph J. Bunche, Under Secretary of the United Nations.

Mr. Bunche alone has ruled out a candidacy.

See Need For 'Fresh View'

Mr. Murrow also had been considered as a possible candidate by former State Supreme Court Justice Samuel I. Rosenman and George Backer, both close political counselors to the Governor. They were understood to feel the need for a "fresh face" and an "attractive personality."

Mr. Harriman has been reported in favor of a Roman Catholic of Irish descent as a running mate. In other quarters, it was asserted that the leading possibilities for the nomination were former Postmaster General James A. Farley, Mr. Hogan and Mayor Wagner.

The reaction of Thomas J. Curran, New York County Republican leader, to a candidacy by Mr. Murrow was: "Wonderful. He wouldn't be too tough to beat."

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By RICH

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WORLD-TELEGRAM 3-10-58

erals List Murrow As Senate Possibility

CHARD J. ROTH,
Telegram Staff Writer.

NY. March 10.—The party today named R. Murrow, radio and commentator, as one ir men it is consider- nominee for U.S. Sen- fall.

rrow was identified sterious "Mr. X" who y became the Liberal first choice for the at when Dr. Ralph U.N. undersecretary, himself from consid-

day, party leaders re- name Mr. X, but n a "sensational" can- ho had never before artisan politics.

understood that Lib- lers had approached Mr. Murrow and, although he didn't agree to run, he didn't rule out the possibility.

Alex Rose, chief political strategist for the Liberals, said today that, as far as he's concerned, the commentator is first choice. Mr. Rose added:

"Ed Murrow articulates the principles of democracy and liberalism with deep devotion. He would make a great Senator. Leading Democrats have also been thinking of him for some time. We hope he will exchange one brilliant career for another."

The Liberal party announced last week it was also considering lending its support to Thomas K. Finletter, former Air Force secretary; District Attorney Frank S. Hogan and the Republican incumbent, Sen. Irving M. Ives. However, it is considered unlikely that Sen. Ives will get the nod.

The Liberals have already indorsed Gov. Averell Harriman, a Democrat, in his campaign for re-election this fall. The Governor today refused to comment on the possibility that Mr. Murrow will be a running mate. A spokesman said it was not "his policy" to discuss a proposed candidate.

Mr. Murrow maintains homes in New York City and in Pawling, N. Y.

Murrow Boomed for Senate But He Is Cool to the Idea

By OLIVER PILAT

The "sensational" prospect for U. S. Senator discussed by Liberal Party leaders last week was revealed today to be Edward R. Murrow.

But the CBS commentator replied to this disclosure by saying:

"I have no appetite for or intention of running for U. S. Senator."

Alex Rose, Liberal vice-chairman, ended the secrecy about the matter by identifying Murrow as the subject of discussion and adding:

"Edward Murrow articulates the principles of democracy and liberalism with a deep devotion. He would make a great U. S. Senator.

"Leading Democrats have been thinking of him for some time. We hope he will be willing to exchange one brilliant career for another."

Rose made the announcement after returning from Albany, where he was the guest of Gov. Harriman during the week-end. Tammany Leader De Sapio, State Democratic Chairman Prendergast and other prominent Democrats were in the capital also for the annual legislative correspondents' dinner and there was considerable conferring about the Senatorial contest in November.

Murrow's name came up among Liberal leaders after Dr. Ralphe Bunche, UN Under-Secretary, had definitely turned down a draft movement by the party.

Other names discussed at the policy committee meeting Thursday were former Air Secretary Thomas K. Finletter, District Attorney Hogan and Republican Sen. Ives.

It was learned that Murrow had given the Liberals no commitment to run when the meeting was held.

Last June Murrow's name was mentioned as a possible Democratic candidate for Sen. Ives' seat. At that time he said:

"I am a reporter with no political affiliations of any kind" and then disavowed any interest in the office in almost the same words he used today.

NY POST 3-10-58

HEARD ON THE N.Y. BEAT

6-2-57 DAILY MIRROR

Senate Offer For Murrow?

By VICTOR RIESEL

Many a Democrat and labor politico can see it now—TV maestro Ed Murrow for U.S. Senate. These strategists have been talking person-to-person to the CBS producer-showman about running against the popular Sen. Irving Ives this fall.

So tight is the margin of control in the Senate that the Democrats and their labor allies believe they must take one of the Republican seats from the GOP in New York to make certain they retain Congress next year. So they've been seeking "offbeat" candidates.

Someone in the Democratic high command suggested Murrow and he is reported considering the nomination if it is officially offered to him. If elected he would be the second newsman in the Senate. The other is Oregon's Dick Neuberger...

This . . . Is Murrow!

It is sensational news that Ed Murrow is being urged for the Senate.

The voice of the liberals in the halls of Congress has become patently thin and arid of late. The giant figure of Herbert Lehman fighting for every good cause no longer bestrides the Senate. The vacuum is appalling; the need for quick replenishment is urgent; the phalanx of those who might fill the breach is scattered.

Who is there to match Murrow?

His faintly ominous voice that during the Blitz of Britain intoned, "This . . . is London!" would again command the avid regard of the nation.

S. B. ROSS.

(Letters must be signed. Names withheld on request.—Ed.)

Mr. Murrow: Please DO!
(ours) Clarence Kadman Grant

HER. TRIB
3-14-58

Harriman 'Happy' Over Murrow

ALBANY, Mar. 13.—Gov. Harriman said today in a press conference that he was "quite happy" to see the name of Edward R. Murrow, radio and television commentator, mentioned as a possible Democratic candidate for United States Senator but in the next sentence reported that Mr. Murrow "didn't show any interest" in making the race.

Last Monday Mr. Murrow's name was mentioned as a possible Democratic candidate acceptable to the Liberal party by Alex Rose, a vice-chairman of the Liberal splinter party. Today the Governor said that the "idea" of Mr. Murrow running came from Samuel I. Rosenman, an idea man for leading Democrats from the late President Roosevelt onward to Gov. Harriman.

"It would be an interesting thing," Gov. Harriman said, with Mr. Murrow on the Democratic-Liberal ticket. Mr. Harriman said that the Columbia Broadcasting executive was an "old friend" going back to the days of the German air assault on England.

Mr. Harriman made no outright indorsement of Mr. Murrow, who has indicated that he would not make a move for the nomination. At the same time Mr. Murrow told reporters that he would not turn it down either.

Harriman Pleased, De Sap
Silent on Murrow for Sen

By a Staff Correspondent

Albany, March 12—The suggested candidacy of Edward R. Murrow for U was received with enthusiasm by Gov. Harriman, it was learned today.

But Tammany Leader De Sapio refused to comment on the CBS commentator's acceptability to Democratic leaders in the state.

Persons close to the Governor said he considered Murrow a "first-rate man who knows the issues", and the most exciting candidate to be put forward so far.

Murrow, these sources said, is an old friend of Harriman. They met in 1941 in London, when Murrow was a radio war correspondent covering the Free French and Harriman was on a wartime mission for President Roosevelt.

Liberal Party leaders feel that a man of Murrow's type must be nominated by the Democrats if the Republican incumbent, Sen. Ives, is to be beaten.

They have warned Democratic leaders that they will not indorse a party hack. They have threat-

See Doris Fleeson, Mag. Page 3.

ened to name a candidate of their own or to back Ives if a weak running mate is named for Harriman by the Democrats.

Harriman, it was understood, has only two reservations about Murrow.

The first is a doubt that he could get the support of Democratic political leaders. The second is whether Murrow would want to run for office, since he has made a unique place for himself in television and has a large organization with many employes dependent upon him.

Concerning the second reservation, Murrow gave little indication of a desire to accept a nomination when Alex Rose, Liberal Party vice-chairman, disclosed Monday that the commen-

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Y POST
2/12/58

Mrs. FDR Backs Murrow for Senate

By OLIVER PILAT

Mrs. Eleanor Roosevelt has indorsed the move to win the Democratic-Liberal nomination for U. S. Senator for Edward R. Murrow.

Mrs. Roosevelt warned, however, that winning the nomination from the Democratic bosses either for Murrow or for former Air Secretary Thomas K. Finletter would be an uphill struggle.

Speaking before an audience of 125 at the East Side Democratic Club in Yorkville last night, Mrs. Roosevelt said:

"The Senate deals so largely with international affairs. That's why we need in the Senate very badly a man of strong convictions, a man of knowledge of the world, a man of understanding and imagination who can really tell you what the people of the uncommitted areas really need and want."

At another point in her talk Mrs. Roosevelt referred to Murrow as one "who has an international viewpoint and who has traveled in so many areas of the world and lived, of course, through the war years in the European area."

Murrow's name was advanced as a Senatorial prospect a week ago by Alex Rose, tactician of the Liberal Party.

Subsequently at a press conference Gov. Harriman expressed enthusiastic admiration. Murrow has said he "had no appetite for intention" of seeking the nomination.

Mrs. Roosevelt pointed out that if the liberals decided some body of the caliber of Murrow or Finletter should be nominated, they should work toward that purpose.

"It isn't so easy to get a nomination in New York state," she said. "In spite of the fact that many of the Democratic leaders are not exactly what they should be, sometimes, you still have to be able to work with them and you still have to make them want to nominate you. I'm not at all sure that Ed Murrow or Tom Finletter can make the nomination."

After praising Murrow and Finletter Mrs. Roosevelt went on to a discussion of the contribution which, she said, the Senate could make in the competition between the U. S. and Russia.

"The Senate is primarily important to us," she said, "because of its responsibility for foreign affairs. It is not just a military challenge we face, but an economic, cultural and spiritual challenge."

Harry C. Milholland, president of the East Side club, presided at the meeting.

NY POST- 3-17-58

Murrow Senate Drive Is Opened by Liberals

By Paul Tobenkin

The Liberal party opened a drive yesterday for Edward R. Murrow, radio and television commentator, as the possible Democratic-Liberal candidate for the Senate seat occupied by Irving M. Ives, Republican, whose term will expire this year.

Mr. Murrow, questioned by a reporter, did not encourage the boom but indicated that if the nomination were offered to him he would consider it.

When first informed of the Liberal party view, Mr. Murrow said:

"I have neither the intention nor the appetite to run for any elective office."

"Do you want to stop the boom?" he was asked. The answer was "Yes."

A reporter pointed out that the phrase "neither the intention nor appetite to run" did not rule out the possibility that he would run or at least consider the nomination if it were offered.

"I think that's a fair summary of the situation," he replied.

Alex Rose, Liberal Party vice-chairman, started the ball rolling with the announcement that the party's policy committee, at a meeting at the Astor last Thursday, had considered a number of possible Senatorial candidates, and that Mr. Murrow's name was acceptable to all present.

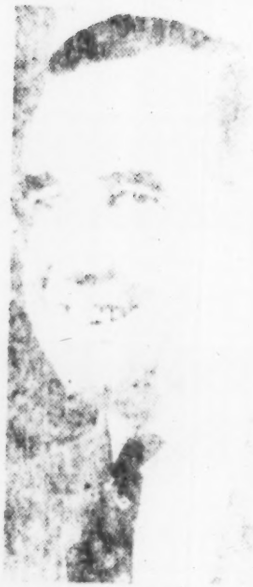
Mr. Rose also stated that "leading democrats have been thinking of him (Mr. Murrow) for some time." Efforts to reach Carmine G. De Sapio, New York Secretary of State and Tammany Hall leader, by telephone in Albany, proved unsuccessful.

Mr. Rose did disclose, however, that at the Liberal party meeting three of its officers—Mr. Rose, Paul R. Hays, a vice-chairman, and Dr. George S. Counts, chairman, had been designated to meet shortly with Gov. Harriman to discuss the Senatorial picture. Thus far Gov. Harriman has not committed himself on the Senate race.

At the Liberal party meeting, according to Mr. Rose, five names were advanced for consideration as Senate candidates: Dr. Ralph Bunche, Under Secretary of the United Nations; District Attorney Frank S. Hogan, Sen. Lee Mr. Murrow and Thomas K. Finletter, former Secretary of the Air Force.

According to Mr. Rose, Dr. Bunche has removed himself from consideration for the nomination. At the policy committee, according to Mr. Rose, the names of Mr. Murrow and Mr. Finletter were unanimously approved. Since there was a division of opinion concerning Mr. Ives and Mr. Hogan, Mr. Rose said:

"If Murrow articulates the principles of democracy and liberalism with deep devotion. He would make a great United States Senator. Leading Democrats have been thinking of him for some time. We hope he will want to exchange one brilliant career for another."



Edward R. Murrow

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3/24/58.

alone admits to having "more than six" of these decidedly mixed blessings under consideration. The thriller-suspense category, whose new hit "Perry Mason" has already cut into the other Perry's first-half-hour audience enough to cause NBC some concern, will have four or five new entries. And in the situation comedy there will be more than enough replacements for this year's casualties.

Familiar from past experience with the networks' practice of pitting strength against strength and aiming for the top dogs, top-dog Como has a few misgivings. Last week, he scratched his ear and with a typical Como squint said philosophically: "It has to come to all of us, but I hope not too soon. It's a frightening thing to look forward to, but we're all in the same boat. I'd like to think my popularity would last another twenty years, but I'm not counting on it."

Channel to Learning

New York, which, unlike most big U.S. cities, is without educational TV, took a long step last week toward getting itself tuned in. State legislative leaders pledged their support of a program that would set aside $370,000 from this year's budget to lease New York City's channel 9 for 43 hours a week of serious schoolwork. The experimental plan, worked out by the New York State Board of Regents and WOR-TV (owned by RKO Teleradio Pictures) calls for lessons (largely in mathematics and the sciences) on the elementary, secondary, and college levels, beginning Sept. 1.

The classes, which will run from 9 to 5 daily and for three hours on Saturday mornings, mark the first time a reasonably successful commercial television station has devoted its entire daytime schedule to education. For WOR, which normally comes to life at 1:45 p.m., it means a weekly loss of sixteen commercial afternoon hours and "several thousand dollars" in advertising revenues a week, according to vice president Gordon Gray. "This is a real public service," says Gray. "What we're to be paid represents absolutely nothing more than operating costs in facilities and technical personnel. We will try to make up the loss by staying on longer and moving afternoon sponsors into later spots." The move is not pure altruism. Gray admitted: "We hope to gain more audience and a public identification of the station after a while. But we can't tell."

Britons Cry Murder

At a meeting in London last week, members of Britain's Association of Cinematograph, Television, and Allied Technicians heard a hair-raising description of what imported American films are doing to British television. Member Vivian Milroy said:

"In one week, eighteen people were done to death, 23 attacked and wounded with a blunt instrument, and eleven kicked in the stomach, all between the hours of 5 p.m. and 6 p.m. on [British] children's television.

"The only reassuring feature about all this was that 90 per cent of the victims were Americans. I question whether seeing even Americans unremittingly and continuously done to death is a good thing."

Union members unanimously approved a resolution offered by Milroy which deplored the "ever increasing amount of American material" on British television networks.

Bubble

As a radio and TV commentator, Edward R. Murrow has never hesitated to tell the U.S. Senate what to do. Last week New York's Liberal Party asked itself: Why shouldn't Murrow sit in the Senate himself? Murrow quickly stepped up to answer: "It's more fun to cover politicians than to make like one. I'm not running; that's certain. This trial balloon was launched from the bottom of a barrel."

PRESS

To Be Forgotten?

When Nathan Leopold walked through the gates of the Illinois state penitentiary on parole one bright, brisk morning last week, he had a favor to ask of the 100 newsmen waiting outside.

In his 33 and a half years of confinement for the 1924 killing (with the late Richard Loeb) of young Bobby Franks, Leopold had become the most publicized prisoner of his time. Now, at 53, he hoped to leave notoriety behind.

Pale and paunchy, but almost natty in a blue serge prison suit and gray topcoat, he waved his hat at the assembled newsmen, then stepped to a microphone and read calmly from a Mimeographed statement. He asked all who gather news to agree "that the only piece of news about me is that I have ceased to be news."

Leopold ad-libbed a final sentence: "I beg, I beseech you and your editors and your publishers to grant me a gift almost as precious as freedom itself—a gift without which freedom ceases to have much meaning—the gift of privacy."

Reporters promptly drenched Leopold with a shower of questions.

"Do you feel free at the moment?" one reporter asked.

Hemmed in and jostled by newsmen, Leopold quipped: "Not particularly."

He answered half a dozen other questions before his lawyer, Elmer Gertz of Chicago, reminded him that one condition imposed at Leopold's request of his parole was that he avoid publicity.

To observe this parole restriction, Leopold broke another: A ban on riding in automobiles. Slipping into the back seat of a friend's cream-colored Oldsmobile, he was whisked off to Chicago, 40 miles away. Eight carloads of newsmen, mostly photographers, took up the chase at speeds up to 80 miles an hour.

Punch Line: Directly behind the Leopold car, a second automobile, driven by attorney Gertz's son, kept up a weaving pattern to prevent photographers from drawing alongside Leopold. The tactic succeeded, but the pace proved too much for Leopold. Unaccustomed to the motion of modern automobiles, he had to stop four times to throw up. That gave John Justin Smith of The Chicago Daily News a punch line for the day's liveliest lead, which read:

"Nathan Leopold walked out of Stateville prison Thursday into the wonderful world of free men. He promptly got sick."

In Chicago, where the pursuit became somewhat more leisurely, the caravan was joined by other newsmen, staked out by Chicago editors who had been advised by police of Leopold's itinerary. Leopold ducked further questions but quit trying to dodge cameras. After resting at a friend's home in suburban

Time Mag. 3/24/58

PEOPLE

Names make news. Last week these names made this news:

The man who was Thrill-Killer Prisoner 9306-D for 33 years, six months and two days walked nervously from Illinois' Stateville penitentiary one day last week. Trim in a prison-made blue suit, paroled **Nathan Leopold Jr.,** 53, took the arm of Lawyer Elmer Gertz, pushed his way to five microphones set up on a nearby road, and over shouts and shutter clicks read a statement to 100-odd newsmen and photographers: "I beg, I beseech you . . . to grant me a gift almost as precious as freedom itself—a gift without which freedom ceases to have much value—the gift of privacy. Give me a chance—a fair chance—to start life anew." Then he answered a few questions about his $10-a-month lab technician's job in a Puerto Rican hospital, grimly commented when asked if he felt free: "I feel hemmed in." With a posse of reporters yelping at their heels, Leopold and lawyer hopped into a rented car and dashed off toward Chicago. New to high-speed driving, Leopold, a diabetic, stopped six times en route, vomited on roadside grass as cameras clicked. Later, taut-nerved Nathan Leopold flew to New York and on to Puerto Rico, at his destination said humbly: "You can't imagine how happy I am."

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The plaintiff, in a Los Angeles court, called for the dissolution of Lewislor Films, Inc., producer of NBC-TV's *Loretta Young Show,* charged company bosses with "dishonesty, mismanagement and unfairness." The plaintiff: Adman Tom Lewis, 55; co-defendant: the company president, Cinemactress **Loretta Young,** Lewis' wife for almost 18 years. Said Lewis: "It has no personal implications." Said Actress Young: "No comment."

Associated Press

PRESIDENT YOUNG & HUSBAND
Look who's suing.

United Press

VIRTUOSO RUBINSTEIN & WIFE
Look who's sitting.

• • •

As thigh-slinging Crooner **Elvis Presley** made his way from Hollywood to the family home near Memphis to wait out his Army summons, Pollster Eugene Gilbert, a specialist in probing teen-age minds (TIME, Aug. 13, 1956), announced—to no one's surprise—that Pelvis fans, rated against the Como-Boone-Sinatra crowd, are all shook up indeed. Researcher Gilbert's findings: in school, most Presleyans don't give a twang for getting good grades. Average grade for the Elvis lover is C; for the Booneite, B or better. Thirty percent of ardent rock 'n' rollers admitted that they never thought about the years ahead. Typical comment: "What's the hurry? When the time comes, I guess I'll know what to do."

• • •

From the moment he ambled onstage with a dozen batons under his arm, Comic **Danny Kaye,** guest conductor of the New York Philharmonic for its Pension Fund Benefit, had Carnegie Hall patrons collapsing with guffaws. Unable to read music, Conductor Kaye directed some favorite classics surprisingly well, had audience and orchestra falling from their chairs by: 1) kissing two girl harpists and a bull fiddler; 2) parodying common conductorial techniques, *i.e.,* "the coffee grinder" and "the meat chopper"; 3) arguing with his oboist over an A; 4) falling into the cellos during a crescendo. Said Kaye: "It's the greatest feeling of neurotic power in the world."

• • •

On his current concert tour of Latin America, Piano Virtuoso **Artur Rubinstein** arrived in Cali, Colombia, irately plopped himself on the customs house floor to protest slow processing of his papers.

• • •

From Fort Antoine, a 47-mm. cannon boomed the first of 101 saluting shots, and 2,500 Monegasques began to celebrate. Church bells pealed, teen-agers sang and snake-danced about Monaco's pink palace, as **Prince Rainier III** bowed from the balcony. About an hour before, **Princess Grace** delivered to her tax-free citizens a second child (the first, in 1957: Princess Caroline) and a male heir presumptive: Albert Alexandre Louis Pierre. If and when he should take the throne, the Grimaldi heir will be known as Albert II.

• • •

At a congressional hearing, Missile Expert **Wernher von Braun,** asked about Atomic Physicist **J. Robert Oppenheimer,** who four years ago was labeled a security risk and dropped as a Government consultant, replied: "The circumstances under which he was dismissed hurt the whole scientific community very badly . . . I think the British would have knighted him."

• • •

Still seeking challengers for Republican Irving Ives's New York Senate seat, at stake this fall, the Democratic-allied Liberal Party tentatively tossed one well-known Homburg in the ring. The boomed candidate: TV's furrow-browed **Edward Roscoe** (*See It Now*) **Murrow.** Gruffed Murrow: "I have neither the intention nor the appetite to run for elective office," would not deny that more persuasion might change his mind. Added Murrow's good friend, New York Governor Averell Harriman (who has approved former Air Force Secretary Thomas K. Finletter): "It would be an interesting thing."

Edward R. Murrow

THE WORLD ON HIS BACK

by Charles Wertenbaker

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PROFILES

THE WORLD ON HIS BACK

TO the top men of the Columbia Broadcasting System, it is a matter of concern that their news broadcaster Edward R. Murrow, whose baritone voice over the C.B.S. radio and austere presence on C.B.S.-TV have made him both a semi-public figure and a valued private property, has appeared, over the years, to be less attracted to eminence than to trouble. To be sure, Murrow, a lean, dark, handsome, and deceptively easy-mannered man of forty-five, who bears his own eminence without visible effort, is on cordial-to-intimate terms with most of the important people in the United States and Great Britain and gives no evidence of being indifferent to their esteem. But it has been noticed that his satisfaction in his work as an informer of public opinion increases with his proximity to gunfire, to some real or fancied calamity, or to the brink of complete physical exhaustion. During the Second World War, his habit of excusing himself from his post in London to go off on bombing missions brought frequent ineffectual protests from William S. Paley, chairman of the board of the Columbia Broadcasting System and the only man there who has ever tried to boss Murrow; declining to be bossed, Murrow made a couple of dozen combat flights, of which Paley said later, "They didn't do us much good from my point of view, but there was no way to make him stop, short of firing him." Since that war, Murrow has had fewer opportunities to expose himself to hostile marksmen. He did manage to get in two trips to Korea while the shooting was going on there, but for the most part he has had to content himself with the pursuit of floods, droughts, and tornadoes and with such personal discomforts as going too long without sleep and flying too much in airplanes, the first of which causes him to sweat profusely and the second to have trouble with his ears.

Murrow's predilection for fatigue is puzzling to his associates. "Ed is just as rational when he's all worn out as when he's rested—no more, no less," Paley says. "I don't see why he runs himself so ragged. Unless it's that he *thinks* he thinks better when he's got sweat pouring from his forehead." Another colleague of Murrow's has said, "In some way that I don't pretend to understand, Ed's all wound up and can't slow down. I think that, like a lot of other people, he hit his high spot emotionally during the war—specifically, in his case, during the Battle of Britain, when he was living in the midst of disaster, and that sepulchral 'This is London' of his was the voice of England telling America about it. I wouldn't be surprised if he's been trying to recapture some of that—the danger, the exhaustion. In a way, I think it's like the air of toughness he assumes—the sort of thing that makes him sprinkle his conversation with 'ain't's and double negatives."

When not scrutinizing the distressful or participating in it, Murrow seems to brood upon it. Large dinner parties have been riled by his between-courses predictions of national or international misfortune at the hands of dictators, demagogues, or plain politicians. Conversely, after-dinner talk sometimes dies when it is seen that Murrow is no longer taking part, or even listening, but is leaning far forward in his chair and staring at the rug, his elbows on his knees and his fists slowly beating each other, an unattended cigarette in his mouth glowing and subsiding with his breathing, and the smoke from his nostrils enveloping his face in a dense infernal cloud. The cigarette may burn to his lips before he plucks it out, crushes it in an ashtray, and picks up the conversation where it was dropped several minutes earlier. This portentous condition of mind persists to some extent when Murrow is at the microphone. On the air, his manner of speaking often conveys the impression that he knows the worst but will try not to mention it, and so powerful is this impression that it has become a cliché around C.B.S. and elsewhere to describe his voice as the voice of doom.

The voice and whatever compulsions lie behind it have combined to give Murrow certain advantages over rival criers of information over the airwaves. He has been careful to present himself as something between the breathless messenger and the sagacious pundit, and so has been able to satisfy the customers of both without agitating the critics of either. As a self-driven leg man, he finds it necessary to cover as much current history as possible; a couple of years ago, he was given a month's vacation and spent it with the troops in Korea, although he admitted to friends that he could think of no very good reason for doing so. Lately, the demands of "Edward R. Murrow with the News," a fifteen-minute radio program he has been presenting five evenings a week for more than six years, have been combined with those of "See It Now" and "Person to Person," two half-hour, once-a-week television shows over which he presides, and the work that this triple-barrelled job entails has partially interrupted his wanderings, with the result that he has to spend a good deal of his time on the air describing events in which he has not been able to take part.

Murrow talks for twelve minutes on his "This Is the News" program, as his radio broadcast is often called—those four words being the ones with which he greets his listeners each evening, Monday through Friday, at seven-forty-five. The three other minutes are given over to the extolling, by an announcer, of the sponsor's product, which, in this part of the country, is Amoco gasoline. Murrow devotes his first six minutes, give or take a few seconds, to a relatively routine presentation of the news that has come into the studio from the press wire services during the day. In the second six, he delivers what he calls his "end-piece," which may be a first-hand report of some event he has contrived to witness, a synopsis of an involved political situation, or a sermon dealing with anything he feels like getting off his chest. Even when he is talking about what he has just seen, he avoids the excited accents of the "Here am I" school of broadcasting; indeed, he sounds more as though he were gazing straight through his subject at its inevitably dire consequences. And his firm control of his

baritone is no less an asset when he explores the field of opinion than when he is fresh from the field of action. In introducing the first "This Is the News" broadcast, in September, 1947, he said, "This program is not a place where personal opinion should be mixed up with ascertainable facts." Then he added a qualification: "It is not, I think, humanly possible for any reporter to be completely objective, for we are all to some degree prisoners of our education, travel, reading—the sum total of our experience." Murrow is the prisoner of some strenuous opinions, but his admirers and detractors agree that it is difficult to catch him mixing them up with the facts. One of the former has said, "To hear his broadcasts in the last campaign, you wouldn't have known which side he was on," and one of the latter, "He pontificates, but in such a way as to hide the condescension that goes with pontificating. He's much too clever to let you see what he's up to." Analytical listeners find that Murrow makes his points by tonal understatement, just as he indicates quotation marks by pausing slightly, as if for breath. Among the public men who have commended Murrow for his fairness is Senator Joseph McCarthy.

The care Murrow has taken not to mix opinions with facts has been the subject of widely varying interpretations, even among people whose political outlook is pretty much like his own. "Ed never pushes his liberalism beyond a carefully calculated safety point," one of these people has said. But another says, "He always stands up to be counted when the issue's big enough. And he never misses a chance to stand up for the *principle* of dissent. But he's too much of a fanatic about being a reporter to throw in a lot of opinions when he thinks the facts will make the point by themselves."

MURROW is on the board of directors of C.B.S., a circumstance that has been particularly helpful to Murrow the co-producer, narrator, and occasional interviewer of "See It Now," which is the older of his two television programs, and to Fred W. Friendly, a hulking admirer of his, who is co-producer of the show. "See It Now" grew out of the collaboration of Murrow and Friendly on a set of record albums called "I Can Hear It Now;" instead of documenting history with sounds from the past, as the records did, "See It Now" seeks to present, recorded on film, significant sights and sounds of the present. Among recent "See It Now" programs that have won considerable critical acclaim have been an interview a Murrow representative had with Nehru, a presentation of both sides of an argument between the American Civil Liberties Union and the American Legion in Indianapolis, and a series of interviews conducted by a British journalist named Aidan Crawley with various Americans. The most talked-about "See It Now" dealt with Lieutenant Milo Radulovich, whom the Air Force was about to dismiss because two relatives of his were suspected of having Communist associations; it changed its mind after Murrow reviewed his case on television. To put together programs like these, "See It Now" employs five full-time camera crews, who travel all over the world. Murrow takes a good deal of pride in the fact that the show occasionally loses money. The Aluminum Company of America, its sponsor, pays

twenty-three thousand dollars a week toward its expenses (and another thirty-four thousand dollars for the time), but a show sometimes costs more than twenty-three thousand to produce, and when it does Columbia makes up the difference. "From a financial point of view, the show's a great mystery, and I'm the only one sitting on the board who knows where the bodies are," Murrow says. Friendly isn't sure that even Murrow knows. "Ed couldn't tell you how much the show is going to cost for any given week," he says. "Not knowing is a point in our favor. For instance, he tells the other directors he wants to send a camera crew to Korea, and maybe he knows it will take five or ten thousand to pay the crew, but none of them—Ed included—stops to realize that the airplane bill is going to add on twenty thousand. So we go ahead, and the bill comes in later. By that time, the show has been a hit, and it's hard to squawk about a hit, even if it loses money. And even if they should squawk, Ed can remind them that they O.K.'d the idea in the first place." Murrow recently summed up his feelings on the subject by saying, "The theory of this business is that somebody wants to spend so many thousand dollars on a show, and if it costs twice as much as that to put on a good show, he gets a second-rate show. When we started 'See It Now,' I said I wasn't having any of that. If I wanted more than one camera crew, I'd damn well get more than one camera crew. They come to me now, the vice-presidents, and say, 'Look, there's so much going out of this spout and only so much coming in.' And I say, 'If that's the way you want to do it, you'd better get yourselves another boy.' "

What with his radio and television work, his royalties from the sale of records, and his director's fees, Murrow last year earned $211,126.20, which is more than anyone else with C.B.S. got for being serious in that same period. The largest part of Murrow's income came from his radio program, for which he receives thirty-five hundred dollars a week; to compensate, in part, for the liberties he took with the "See It Now" budget, he received only a modest fee, by the standards of the trade, for his labors on television. Murrow's father, a former locomotive engineer, is supposed to have once confessed to a friend that his son was "downright dishonest—making a living just talking." Murrow, who makes better than a living, appears to have something of the same guilty attitude toward the money he earns, and he gets rid of it as though he were obliged to show no enjoyment of it. In the city, he lives in a moderate-size Park Avenue apartment with his wife, Janet, and their eight-year-old son, Charles Casey. His country place, near Pawling, New York, is a log cabin, though, to be sure, the logs are costly cedar. He dresses expensively, but he usually wears an old trench coat or raincoat over most of the expense. He often goes to fancy restaurants and orders scrambled eggs. And he pays more income tax than his accountant thinks necessary. His most conspicuous form of waste, however, is gambling. Although he is a good poker player, late in the evening he almost invariably overbets his hands and comes out a large loser. He has been known to lose as much as twenty-five hundred dollars on the matching of a coin. "There's a little bit of the Warren Harding in him," Friendly says. "He'll

say yes to anybody, and sometimes he'll say it before they even ask. Look at the royalties from those record albums of ours. For every four dollars he gets, I get six. Another guy with a big reputation like his would have said, 'Friendly, this deal is going to make you, so you take forty per cent and I'll take sixty.' Did he say that? No. He knew I was just out of the Army and broke, so he took the small slice."

Besides being the best-paid merchant of fact on the air, Murrow is without much doubt the most lavishly rewarded in sheets of paper suitable for framing. Since 1938, he has won forty awards or citations, has been presented with five honorary degrees, three of them LL.D.s, and has been appointed an honorary officer of the Most Excellent Order of the British Empire. He has also refused three offers of college presidencies and innumerable offers to write books, and he has given no encouragement to some influential friends who have urged him to go back to the State of Washington, where he grew up, and run for the Senate. "When it comes to politics, I've never had an ambition that lasted more than ninety days," he says. "And it ain't no false modesty to say that I don't know enough to write a book. I can write the language of speech, but that's totally different. When I write a book review or a preface to somebody else's book, Janet has to go through it and scatter the commas. As for the academic life, I'm fascinated by ideas, but I'm not an educated guy and I just haven't got the qualifications for it." Murrow is nevertheless subject to recurrent yearnings for quiet and leisure, and once or twice a year he tells Friendly that he has decided to take an educational job or a sabbatical. Friendly then thinks up some exhausting stunt, and no more is heard about the matter. Another friend of Murrow's doesn't believe Friendly need worry about losing his associate to the campus. "It's too late now for Ed to switch," he says. "Those wartime years gave him a feeling of importance. When he goes to England now, he doesn't have to call up a private secretary and wangle an interview with Churchill. Churchill wants to see him. Naturally, Ed gets a kick out of it, just as he gets a kick out of Eisenhower's calling him Ed. He's much too much of a showman not to have fun in the part he's playing. When he gets out of a plane, wearing a trench coat and a hat with the brim pulled down, he's Ed Murrow, the big correspondent. Maybe one reason he enjoys acting like a newspaperman so much is that he never was a newspaperman."

A recurrent desire to get away from it all is not entirely a handicap to a high-priced employee in maintaining himself in a milieu of power politics. Murrow has achieved a position at C.B.S. that is outside, and basically antithetical to, the corporate structure of authority. In radio and television, those who appear on factual programs are ordinarily looked upon as poor cousins of the entertainers, because, as in most business enterprises, there is a tendency to value performance in terms of the amount of money it brings in, and in that the entertainers notoriously lead the field. By appealing to all heights of brow—from the people who listen to comedians to the ones who tune in on symphonies—Murrow has risen far above the ranks of the poor cousins, and in doing so has achieved a singular amount of freedom from authority of any kind. Not only does he do pretty

much as he pleases about running his own shows but he has had a fairly free hand in the creation and development of the whole C.B.S. news service. During the nine years he served as European director of the service, he hired many of its correspondents, often against the better judgment of his superiors, and he has doggedly fought off interference with their reporting, both from above and from the outside. Moreover, he has relentlessly looked after the best interests of the men he has hired—a loyal group known in C.B.S. circles as "Murrow boys." "There's not one of us who doesn't go and cry on his shoulder the minute something goes wrong," a member of this group has said. "And Ed will pick up the phone and get the right person on the wire and say, 'Hey, wait a minute! We can't do this to this guy.'" Another takes a broader view. "Ed is what keeps the whole thing together," he says. "The total product of Murrow is much more than Murrow on the mike." As for Murrow himself, he says staunchly, "The help I get from the correspondents is greater than any they get from me." Wells Church, the radio-news director at C.B.S., once complained, "Ed Murrow has collected the Goddamnedest bunch of camp followers, and not one of them is worth a damn." But Church is a "Murrow boy" himself.

Firmly entrenched though Murrow would seem to be, however, his position is an uneasy one, as he tacitly admitted when he insisted on inserting a clause in his contract that will release him from it should Paley ever cease to be the ultimate authority on the board. This proviso is an indication of a relationship that goes a long way toward explaining how Murrow has been able to carve out his highly unusual niche in C.B.S. affairs. "Bill Paley's got a conscience, and he cares about more than just making money," a man familiar with the workings of the company said not long ago. "But in radio you've got to make money before you can do anything else, and most of the brass at C.B.S. thinks in terms of profit, which on the air means entertainment. Bill needs Ed to remind him to think in terms of news. Well, it's a little bigger than that—let's call it responsibility. In that sense, you might say that Ed is Bill's conscience."

MURROW's occasional yearning for the campus may go back to the time, in his pre-radio days, when he was employed on the fringes of the academic world, or it may go back still further, to the time when, upon graduating from high school, he was forced to realize that, because of lack of money, he could not go to the college of his choice. Lack of money was the dominant theme of his youth. "I can't remember when I didn't have to work," he says. He was born on a small farm near Greensboro, North Carolina, in 1908, the youngest of three brothers. (The eldest, Lacey, is now a brigadier general in the Air Force, and the other, Dewey, is a contractor in Spokane.) The "R" in Edward R. Murrow stands for Roscoe, which is his father's name. The father, an easy-going two-hundred-and-fifty-pounder, taught his sons to fish and shoot, and liked to roughhouse with them. Their mother, a Southern Methodist, weighed about ninety; a stern disciplinarian, she allowed no fishing on Sunday and no card-playing in the house at any time, and, as Murrow recalls it, "made the old

man beat hell out of us when we were bad." The farm produced an income of six or seven hundred dollars a year, and all three boys had to help to make it produce even that, the two older ones driving a hayrake and thinning corn, and the youngest carrying slops and doing other light chores. When Murrow was six, his father sold the farm and moved to Blanchard, Washington, sixty miles north of Seattle, where he got a job as a farmhand, and for a while the family lived in a tent. Then the father found work in a sawmill and the family moved into a house, and from the sawmill he went to a logging railroad, first as a brakeman and then as a locomotive engineer. Murrow started earning money summers at the age of fifteen, as a whistle punk in a lumber camp, and at sixteen he was the fireman of a donkey engine; his last two years in high school he drove the school bus. After graduating, he worked a year as chainman for a survey gang, saving money for college. He wanted to go to the University of Virginia but decided it would take too long to earn enough money, so he went to Washington State College, where his brothers had gone. He helped to pay his way by tending furnaces and washing dishes in a sorority house, and in the summers he continued to work in lumber camps. He got good grades, went in for some college dramatics, and became president of the student council, but he had no time, and little aptitude, for athletics. "I don't even swim very well, because I was always working at the time when most kids learn," he says.

In his last year at Washington State, Murrow was elected president of the West Coast Student Councils, and this led, after his graduation, in 1930—at which he smudged a distinguished record by tripping over his sabre in the R.O.T.C. parade—to a job as president of the National Student Federation. The pay was twenty-five dollars a week and expenses, the office was a basement in New York, and the work was mostly arranging students' tours to Europe, at an average cost of two hundred and fifty dollars for the round trip. Murrow was an earnest and hard-working young man; in two years he not only arranged dozens of tours but made speeches describing them at over a hundred colleges and universities and took one jaunt around Europe himself. Then, in 1932, he found a better job, as assistant director of the Institute of International Education, an enterprise concerned with facilitating the exchange of graduate students and professors and financed by the Rockefeller Foundation and the Carnegie Corporation. One of the attractions of this job was a free trip to Europe each summer.

The director of the Institute was Professor Stephen P. Duggan, of C.C.N.Y. After Hitler rose to power, Duggan and several other educators organized an Emergency Committee in Aid of Displaced Foreign Scholars, and under this awkward and anxious letterhead Murrow, as the committee's secretary, carried on its correspondence. "It was the most satisfying experience I ever had," he said recently. "About ninety-eight per cent of the money came from Jewish sources, but we never raised any questions about the racial origin of a professor—only about his ability and whether a university would take him. I got more of an education from those professors than I'd ever had before. I was running a kind of revolving sem-

inar. That's when I learned to talk slowly, too, because some of them couldn't speak English very well. Most of my time was spent with people twenty to forty years older than I was. They took me seriously, and I guess I took myself pretty seriously."

When Murrow was twenty-six, he was offered the presidency of Rockford, a small women's college in Illinois. Having just got married to Janet Brewster, a graduate of Mount Holyoke, whom he had met a couple of years earlier, he was on the verge of accepting the offer. "But the ladies hadn't pursued their investigations far enough to learn how young I was, or to find out that I didn't have some of the qualifications they thought I had," he says. "When they did find out, the whole thing fell through. That got me to thinking that there wasn't no future for me in the world of scholarship, because I didn't have the credentials. Then I heard that C.B.S. was looking for somebody to work on education, and that seemed to be the answer."

MURROW joined C.B.S. in 1935, as director of its talks-and-special-events department, which involved supervising educational programs dealing with political and scientific subjects and addressing various groups on the potentialities of radio as a medium of education. He got more into the thick of things during the months that preceded the Presidential election of the following year when, as assistant producer, he helped with some of the campaign broadcasts. In February, 1937, in New Orleans, where he had gone to deliver a speech before the National Education Association, he received a long-distance call from Edward Klauber, who was then the executive vice-president of Columbia, asking him if he would like to go to Europe and indicating that he wanted an immediate answer. Murrow immediately answered yes, and found himself with the title of European director of C.B.S., an office in London, and the duty of arranging programs of what he now speaks of as "culture stuff." "There never was such a job," he says. "I'd take a week or ten days to go to Rome to arrange for a broadcast by the Vatican Choir—which, of course, I could have done on the telephone. There were summer conferences in Salzburg and other pleasant places. I had no desire at the time to become a broadcaster. Why would I, with a job like that?"

It was more or less by accident that Murrow became a broadcaster. Radio reporting had fumbled its way to the point where not only politicians but well-known newspapermen were being called to the microphone to comment on important news. The National Broadcasting Company even had a correspondent in Europe to report the news over the air. Late in 1937, Murrow hired as an assistant, to help him get up "culture stuff," a former newspaperman named William L. Shirer, and stationed him on the Continent. Shirer was in Vienna—he was trying to arrange a broadcast by a chorus of school children—in March, 1938, when Hitler took over Austria. Shirer telephoned Murrow, who was in Warsaw, also on a musical mission, and reported that he had a story but couldn't do anything about broadcasting it, because of censorship. Murrow advised him to fly to London and broadcast it himself. Murrow then flew to Vienna. By the time he arrived, N.B.C. had been al-

lowed to broadcast some comments on the Anschluss, and Murrow was able to wangle the same privilege. New York had raised no objection to his having put Shirer on the air—it was the first news broadcast from abroad in C.B.S.'s history—so Murrow made several broadcasts of his own. When he got back to London, he found that his status had changed. Klauber, who before going to C.B.S. had been night city editor of the New York *Times*, had persuaded Paley that there was something to radio reporting, and Paley had started giving a freer hand to his news director, Paul White. Because most of the news of the day was being made in Europe and Murrow was on the scene, Paley instructed him to build up a staff. Among the men whom Murrow hired—they now constitute the core of Columbia's news service—were Eric Sevareid, Larry Lesueur, Charles Collingwood, Richard C. Hottelet, and Bill Downs. After one of the new Murrow recruits had made his first broadcast, Murrow would frequently get a telephone call from Paley or Klauber complaining that the fellow was terrible. Murrow had a stock reply: "I'm hiring reporters, not announcers."

Murrow's behavior during the war was perplexing to his colleagues, to his employers, and, apparently, even to himself. During the Battle of Britain, he reported air raids from the streets and rooftops, drove an open car, and made a point of dining under a skylight, and he inexplicably found it necessary to have his office as close as he could get it to the headquarters of the British Broadcasting Corporation, which Nazi bombers treated as a prize target; the London C.B.S. bureau was bombed out of three offices, and the windows of a fourth were smashed. When the Allies took over the offensive in the air, Murrow showed at least an equal disregard for his own safety by his insistence on going out on bombing missions. Discussing Murrow's combat flights, a fellow-correspondent has said, "A man in Ed's position does it once to show he's ready to do what he asks others to do. He may even make two or three flights, if there's something extra special about them. But no more. I think Ed's got a martyr complex." Paley, whose efforts to keep Murrow on the ground failed so dismally, said not long ago, "He'd agree to stop it, and then the next thing I knew, he'd be off on another raid. I used to think he was afraid he was a coward, but it's more complicated than that." Murrow himself is not sure about the number of these trips ("It couldn't have been more than twenty-five") or why he felt obliged to make them. "Partly it was being a Boy Scout, I guess," he says. "Partly, I like fliers. Partly, it was a dromomania I have—I even have it when I drive a car. Partly, it was vanity. Three or four times in London, when I'd be sitting in the office with some of the boys, we'd hear the B.B.C. playing back things I'd said, and nothing has ever made me feel as good as that. I can't be logical about it. Like in 1950, when I decided to spend my vacation in Korea. Everybody asked me 'Why are you going?' and I couldn't think of any reason that made sense. It was just something I had to do."

Murrow became an important man in London. He not only had the entrée into governing and social circles that all influential American correspondents enjoyed but was held in especially high favor because of the fervor of his broadcasts at the time when

England stood alone in the blitz. In addition, Mrs. Murrow was the London director of Bundles for Britain. Paley, who was also in London during a part of the war, as a colonel and deputy chief of SHAEF'S Psychological Warfare Division, was impressed by his employee's prestige. "It seemed he was almost the most important American there," he said later. Apparently, Paley was also impressed by a quality of Murrow's that has been called—with varying degrees of sympathy—idealism, do-goodism, and the-world-on-my-backism; at any rate, during this period he told friends that his own outlook was broadening. At the end of the war, he persuaded Murrow to come back to New York as vice-president of C.B.S. in charge of news and public affairs; Klauber had retired, and the new vice-president was to take over some of his responsibilities. Murrow was reluctant to give up broadcasting, but Paley convinced him that his audience had gone with the war.

IT is generally agreed that Murrow was miscast as a vice-president. One man who left C.B.S. while he held the position has said, "Ed never could manage a news service, so after a year and a half he gave up." Those who still work there, however, concede that it is in large part thanks to Murrow that C.B.S. hires correspondents who are inclined to approach the news with an open mind and by and large leaves them free to report it as they see it, without policy directives or "guidance." (Marya Mannes, a radio critic, feels much the same way. "The key of C.B.S. is reason and reliability," she wrote in a recent article about the networks for the *Reporter*. "It is doubtful whether any news organization anywhere—the press included—has a better staff of reporters.") As a director, Murrow seems to have been a bit difficult in his dealings with staff members he had had no hand in hiring. "It's got to be admitted that if you weren't a 'Murrow boy,' you were under a handicap," one of these has said. "Ed couldn't seem to get it into his head that some of the others were just as good." Howard K. Smith, who succeeded Murrow as European director, has always been an exception. He was already a C.B.S. employee when Murrow promoted him to the post in London. At one time, a dissident group at C.B.S. formed a Murrow Isn't God Club, but it was disbanded after Murrow asked if he could join.

Of his tour of duty as a vice-president, Murrow says, "I was going to revolutionize radio from the inside—make it adult and intelligent. But I didn't like the 'in' basket and the 'out' basket. I didn't like budgets. I'm not a very good administrator. And I had some ideas that didn't turn out very well. We started something called 'C.B.S. Views the Press.' I naïvely thought that since the press takes it upon itself to criticize everything else, somebody had a right to criticize the press. It seemed I was wrong. At least, the show never found a sponsor and was dropped. Most of all, I didn't like firing people. I wanted to be a reporter again, because I needed the dignity and satisfaction of being a reporter."

Murrow's friends believe that his decision to give up the vice-presidency was brought to a head by the departure from C.B.S. of Shirer, who had returned from Europe in 1940 to become a commentator in New York. Neither

Murrow nor Shirer likes to talk about the affair, but the facts appear to be that Shirer's sponsor complained about his broadcasts, Shirer was shifted to an unsponsored program at a less desirable hour, and Shirer resigned. Two or three newspaper columnists asserted that Shirer had been shifted because of his liberal opinions, and Murrow, as the official directly responsible for making the switch, came in for a good deal of criticism from the liberal benches. On the other hand, his supporters point out that if a sponsor objects to a commentator, the network can do little but substitute an acceptable one or lose the sponsor, and they contend that C.B.S. would have tried to find another sponsor for Shirer if he hadn't decided to quit. However that may be, Shirer's leaving must have been painful to Murrow, for after all Shirer was the original "Murrow boy." Murrow gave up his vice-presidency in the summer of 1947, and returned to broadcasting that September. "I was pretty nervous there for a while," he says. "I had to get my audience back." The chances are that, Paley's earlier views notwithstanding, it had never strayed very far. Murrow's doomful baritone was as well suited to a cold war as it had been to a hot one, and by the autumn of 1947 a great many people were evidently waiting to be assured that no matter how bad things were, Murrow was there to interpret them. Radio statistics are not always reliable, but for what they are worth, they credit Murrow with almost three million listeners.

A single daily radio program was not enough to satisfy Murrow's restless nature. While he was still a vice-president, Friendly had come to him with the idea of the "I Can Hear It Now" albums, and together they had listened to recordings of broadcasts of historic events from 1932 to 1945. Now they went to work in earnest on the project, and in 1948 they brought out their first album; it was soon followed by two more. In 1950, Murrow and Friendly tried the "Hear It Now" idea on radio, but dropped it a few months later in favor of their "See It Now" television show, which now is supposed to have an audience of around three million. During its first two seasons, "See It Now" appeared on Sunday afternoon, but last September it was moved to Tuesday night, at ten-thirty, so that Murrow might have a chance to rest weekends. Perhaps a little frightened by this prospect, he started a new television program within a month, which he presents on Friday nights at ten-thirty. Called "Person to Person," the new show consists of a series of interviews in which Murrow, at the studio, holds successive conversations with two celebrities in their homes here or, if they are from abroad, in their hotels. "Person to Person" has already won an award (the Sylvania) as "the most outstanding new television series of the year," and Murrow has derived a certain amount of fun from pairing such disparate individuals as Earl Blaik and Valentina, Tallulah Bankhead and Theodore H. White, Sir Roger Makins and Joe Louis, and V. K. Krishna Menon and Eva Gabor. At the conclusion of a "Person to Person" program, Murrow is able to embark on his weekend in a suitably exhausted condition.

In addition to these programs of his own, Murrow provides recorded introductions for "This I Believe," a five-day-a-week radio program, arranged by Raymond Swing, that presents the

philosophies of various public and private citizens. The day after the broadcast, the credos are syndicated in sixty newspapers. Last year, some of them made yet a third appearance—in a book, named after the program, for which Murrow provided the introduction. It has sold three hundred thousand copies.

ORDINARILY, Murrow starts work on his radio broadcast at five o'clock in the afternoon, having read the news from time to time during the day and thought from time to time about its darker potentialities. Promptly on the hour, as indicated by a clock over the door of his office—a small corner one on the seventeenth floor of the C.B.S. Building, on Madison Avenue—he strolls into an adjoining office that is occupied by Jesse Zousmer, a cheerful former newspaperman, who writes most of Murrow's copy for the news report that constitutes the first half of the program. Zousmer has been joined earlier by John Aaron, a roundish man with a worried look, who produces ideas and does research for the program. After Zousmer has poured the three of them a small drink of Scotch from a bottle he keeps in a cabinet, they begin to discuss the evening's broadcast. Aaron and Zousmer have been discussing it most of the day, and have usually found in the news a pattern that suggests a suitable subject for the endpiece, which Murrow writes—or, rather, dictates—himself, filling it out with background material supplied by C.B.S. correspondents in the field. Since both his assistants have trained themselves to think as much like Murrow as possible, Murrow is likely to agree to their proposals, adding remarks that, once they've had some editing, he may repeat over the air. One afternoon a while ago, for instance, the day's news consisted largely of dissension among the forces opposed to Communism, and Murrow said, "And all that trouble started without a single goddam Russian being hit over the head with a billy club, doused with a fire hose, or prodded with a bayonet." Zousmer made a mental note to put the words into the news report, deleting the "goddam" as he did so.

Murrow has developed an accurate sense of time, which enables him to break up the conference within a minute or so of six without looking at the clock. He returns to his office and dictates his endpiece to Miss Kay Campbell, who has worked for him since 1937. Zousmer, meanwhile, begins to "rough" the copy of the news report on his typewriter and Aaron starts searching for some quotations appropriate to the subject of the endpiece. Murrow will choose one of these as his "word for today," a half-minute homily that he delivers after the closing commercial and by means of which he has persuaded his sponsors not to interrupt the main part of his broadcast. By seven-fifteen, Miss Campbell has typed the endpiece and Zousmer has brought in his copy. Murrow reads the entire script and then goes back over it and changes a few words here and there. He likes alliteration, and will change "mistrust" to "distrust" if there is another "dis" nearby.

By seven-thirty, Murrow has finished editing the script, has read it over several times, and has picked a quotation from Aaron's list. Up to that point, he has been pretty much at ease, but now, with nothing to do but wait for seven-forty-five, he begins to get nervous. He glances at whatever late news bulletins Zousmer may bring him, al-

though he seldom adds anything to his script unless it is very important. He makes a couple of impatient trips to the water cooler. By seven-thirty-five, he is again seated at his desk, leaning back, his hands behind his head, and going over the script in his mind as he stares moodily out the window or at the wall before him, on which hangs a large photograph of Carl Sandburg, inscribed "Edward R. Murrow—reporter, historian, inquirer, actor, ponderer, seeker—Yrs., Carl Sandburg." Zousmer and Aaron allow him a few minutes of this, and then one of them comes in with a question to distract him. When the clock over the door says seven-forty-two, Murrow gets up and starts down a short corridor that leads to the studio. Zousmer and Aaron accompany him as far as the entrance. His coat is off and he is wearing red or green suspenders over a light-colored shirt; his collar is open and his tie loosened; his sleeves are rolled not quite to the elbows. His face is covered with sweat and his expression and movements are a good deal like those of a man going to his execution.

In the studio, Murrow sits down at a table before the microphone, which he tries not to look at. ("I've never got over a slight sense of fright at the sight of one of those things," he says.) He lays his copy in front of him, blows his nose, takes a drink of water, says something to test his voice, runs a hand over his face, and watches the clock. As the program goes on the air and the announcer, Bob Dixon, spells out "A-m-o-c-o," Murrow's face takes on a look of disgust and his right foot begins to tap softly. It keeps tapping until Dixon has intoned, "Now here is Edward R. Murrow," and then Murrow's voice comes in on the downbeat, in portentous cadence, giving each word the same stress: "This—is—the—news." For all its portentousness, there is often a small tremor in his voice at the outset, and during the first minute or so he sounds like a man reading, but he soon loses his self-consciousness, and by the time he goes into his endpiece, his head is wagging as Franklin D. Roosevelt's used to, his eyebrows rise with every point he makes, and his voice has the resonance of an orator's. Two minutes before his time is up, an assistant director sitting beside him slides a stopwatch onto the table in front of him. Since his program has different sponsors in different parts of the country (it is Hamm's beer in the Midwest, and Hudson cars and Safeco insurance in the Far West)and all will start chattering at exactly twenty seconds past 7:57, New York time, Murrow does not have the slight leeway enjoyed by broadcasters with just one sponsor but must finish on the second. "I'd rather go too fast and have to ad-lib at the end," he says, "than go too slow and lose the punch by having to speed up."

From the studio, Murrow goes directly to a lavatory, where he washes the sweat from his face, wets and combs his hair, buttons his collar, and adjusts his tie. He returns to his office to pick up his coat, and then, with Zousmer and Aaron, takes the elevator to the ground floor of the building, where there is a bar-and-grill called Colbee's. Three stools at the far end of the bar are reserved for Murrow and his lieutenants, and so is a bottle of House of Lords Scotch. Murrow takes his Scotch with water and without ice, and he needs two, and sometimes three, drinks to ease his tension; Aaron and Zousmer know

that it has begun to ease when he stops staring into his glass and says something to one of them.

BEFORE Murrow became so deeply involved in television, he and his wife went out to dinner two or three times a week, or had friends in. (The guests would be invited for eight and Murrow would arrive at eight-thirty.) Nowadays, he is more likely to snatch a bite with Aaron, who conceived the idea of "Person to Person," and spend the evening working on it with him, or to meet Friendly for dinner and talk over ideas for "See It Now" programs. Murrow spends the better part of two evenings each week preparing for his television shows and the better part of two more evenings putting them on. Although he seldom gets to bed before two o'clock, and often stays up past four, he is usually in his office by ten, with the papers already read.

Unless Murrow is planning some special stunt in which he will personally participate, the actual production of "See It Now" is pretty much in Friendly's hands until the Monday morning before it goes on the air. However, Murrow and Friendly map out each show at least a week in advance—and as much as several months in advance in the case of an occasional double-length show—and every morning they discuss the progress of the subjects (there are generally from two to four of them) that it covers. Friendly keeps in daily contact with the camera crews by telephone or cable. Of the five camera crews that work full time for "See It Now," four are stationed in this country and the fifth in Europe, but the boundaries of the territory they cover are elastic and at any moment one of them may be sent to some other part of the world on an assignment. Each of the domestic crews consists of a reporter, a cameraman, and a sound man, along with some twenty-five pieces of equipment, which are worth a total of seventeen thousand dollars; the European crew has the same makeup except that the nearest C.B.S. correspondent fills in as a reporter. In addition to its own crews, "See It Now" has an arrangement with "News of the Day," a newsreel company, that permits it to use the three newsreel crews the latter outfit maintains, in New York, Chicago, and Los Angeles. During a fairly typical week last summer, Friendly had one crew in South Carolina working on a hydrogen-bomb sequence, one doing a local story about an umpire, one in Washington, one in Luxembourg, and one getting ready to go to Korea. Film comes in from the crews all week long, and Friendly decides how it should be presented and, with the help of three cutters, trims it down to enough for an hour-long show. He then runs this off for Murrow, who criticizes and makes suggestions for its final cutting to half-hour length. In theory, this is done early Monday, but in practice it often breaks into Murrow's weekends. From Monday morning until the show goes on the air, the two men work over the script of Murrow's commentary and rehearse the show two or three times, taking only a few hours off for Murrow to prepare and deliver his "This Is the News" broadcasts and for both men to catch a little sleep. The preparation of the commentary is rather like that of the news broadcast. Friendly usually writes the first draft, Murrow rewrites it, and then they both polish it up during rehearsals.

Murrow is even more nervous before a television appearance than before a broadcast, and submits to having his face made up with much the same lack of enthusiasm that he displays while listening to the commercial on his radio show. He refuses to let the makeup man daub over a mole on his right cheek, which he seems to consider a kind of trademark, like the cigarette he is always smoking when he turns to face the camera.

IN June, 1952, shortly after Murrow had made one of his periodic remarks to Friendly about leaving radio and television for a nice, quiet teaching job, Friendly came up with a proposal that made him forget all about campus life. The United States Air Force, it seemed, was prepared to stage a sham atomic attack on New York City in order to demonstrate to the public why the nation could not be adequately defended from air attack without an organized ground-observer corps. Friendly suggested to Murrow not only that the attack would make a fine subject for "See It Now" but that Murrow should participate in it, and Murrow agreed. As the show was worked out between the Air Force, Friendly, and Murrow, three B-29 heavy bombers would approach the coast of Maine from the north, flying too low to be detected by radar. They would continue down the coast and across Connecticut, where civilian watchers would be primed to spot them as they gained altitude for the run over New York. Three two-seater jet fighters from Otis Air Force Base, near Falmouth, on Cape Cod, would intercept them and (theoretically) shoot down one, leaving the two others free to (theoretically) destroy New York. Camera crews on the ground would photograph the workings of the spotter system, the flight of the bombers, and the takeoff of the jets. In one of the bombers, flying from England, would be a camera crew and Howard K. Smith, who would temporarily desert his European post for the occasion. In one of the jets would be a cameraman. In another, with a microphone, through which he was to describe what he saw for the show's sound track, would be Murrow.

At ten-thirty on a Tuesday night Murrow left LaGuardia Field for Otis Base in a bucket-seated C-47, which had been flown down from Stewart Air Force Base, at Newburgh, to pick him up. He had made his evening broadcast, stopped at Colbee's for two Scotches and a ham-and-cheese sandwich, picked up a suitcase at his apartment, and taken a taxi to the airport. It was a warm evening, and when he got into the plane he was wearing a well-used hat and had a trench coat over his arm. Once in the cabin, he removed his hat and jacket, loosened his collar, and, as the plane started to climb, took small sips of whiskey from a bottle. He was sweating heavily.

An hour later, the plane landed at Otis Base in a Cape Cod mist and Murrow was met by his camera crew and two public-relations officers. After he had left his suitcase in a guest cabin, the two officers drove him and the camera crew and the two pilots of the C-47 to the Coonamessett Inn, a couple of miles from the base. There they met several jet pilots, including Captain Robert D. Rohlfs, with whom Murrow was to fly the next day. A woman at the bar carried her drink to the table where Murrow was sitting and asked, "Which one of you is this Edward R.

Murrow I've been hearing so much about?" Murrow pointed to his cameraman.

The inn stopped serving drinks at one, and soon afterward the party drove back to the base and stopped off at the house of Major Ben Atwood, who began explaining to Murrow what he would hear during his flight. "You'll be sitting in the rear of an F-94, and you'll hear all the intercepts," Atwood said. "You'll also be able to talk to the pilot."

Murrow said, "The way we've set this up, there ain't going to be anything along the lines of what we usually call commentary. We don't want any 'Now we're going over Stamford. Now we're going over White Plains.' What we want is what normally goes on on the intercom."

Rohlfs said, "That would be obscene, sir."

Murrow said, "All I want from the pilot is if all he hears from the bombers is 'Bombs away,' that's all I want from him. All I want is what's said from the ground to the air—to the guy I'm flying with—that's all I want. If we can make it as actual and casual as it is in actual operating, that's the way I want it. When we get on the ground, we can patch it together. The whole idea is to say to the listener, 'This is what you would hear. This is what would happen if there's an air attack.' "

Atwood said, "If it runs as it should, there'll be very little chatter on the air."

Murrow said, "All right, but one thing we've got to avoid is either conversation or pictures that would not occur. This is not a show to show Murrow went up in a jet. That's the least important point. If the Russians turn up next Wednesday, Murrow may not be here."

The party broke up at three-thirty, and the two public-relations officers drove Murrow to the guest cabin, promising to call for him at seven-thirty. Murrow got to bed at four and woke up spontaneously at seven-fifteen. After breakfast at the officers' club with several of the pilots, he was escorted to the operations office, where he learned that the weather was moderately good, with a visibility of six miles and with thin, scattered clouds at twenty-five hundred feet over New York and thunderstorms in that area. At nine-fifteen, everyone who was to take part in the operation was assembled for a briefing by Lieutenant Colonel Frederick Ploetz. The three bombers, Ploetz announced, were then over Bangor at twenty-five hundred feet, flying a V formation. After passing Bridgeport, they would climb to five thousand feet, and would later go to eight thousand for the run over New York. The three fighters would intercept them over Bridgeport, and halfway down Long Island Sound, one of the bombers would drop out of formation; each fighter was to make one pass at it as it went down. The fighters would then make passes at the remaining two bombers until they reached downtown New York.

Murrow was given a heavy khaki flying suit, a Mae West, and an oxygen mask with a microphone fitted into it. When everybody was dressed for the flight, he and his camera crew and the three pilots were driven to the field, where the fighters were lined up before a low frame building. As a preliminary to photographing the action, Murrow and Rohlfs made a couple of practice climbs into their ship, during which

Rohlfs had trouble with his parachute leg straps and Murrow with his breathing. "I'm getting too goddam old for this," Murrow grunted. With about half an hour to wait before takeoff time, he asked his sound man to bring over a portable microphone and, gathering the fliers around him, described the scene for the tape. He then sat on the steps of the building with the pilots and chain-smoked until the takeoff bell sounded, at exactly ten-thirty.

Murrow's plane did not get back to the field until two-fifteen. By then, the other two jets had long since returned. Murrow said afterward that his recollection of the early part of the flight was confused. "The first time we pulled out of a dive, I nearly blacked out," he said. "It was like an elephant on my shoulders." On the way back from New York, Rohlfs, finding that the plane's fuel supply was low, had headed for a field at Suffolk, Long Island, to replenish it, but as he was coming down there his hydraulic landing gear had stuck, and he had had to land on his emergency gear. Upon getting out of the plane at Otis, Murrow gratefully accepted a drink of whiskey. Presently, he took off his flying suit, had another drink, and ate a sandwich for lunch.

A few minutes after three, Murrow left Otis in the bucket-seater. Throughout the trip back to LaGuardia, he sat leaning forward in his seat, elbows on knees, smoking with every breath (he smokes about sixty cigarettes a day), and appeared to be studying the sweat that dripped steadily from the end of his nose. The plane landed at LaGuardia at four-thirty. Friendly met him at the airport with a car and drove him to the office. When Murrow got there, at five-fifteen, he found that Zousmer had already written the first part of his news broadcast, and proceeded to catch up with his schedule. After the broadcast, he had dinner near the office, and at one-fifteen, accompanied by Zousmer, caught a plane for Denver to hold a television interview with Dwight D. Eisenhower, who was then a candidate for the Republican Presidential nomination. During the ten-hour flight, he drank quantities of tea, coffee, and warm Coca-Cola, sweated most of it out, and slept about forty-five minutes. In Denver, he set his watch back two hours and slept those two hours in a hotel. For the next two days, he worked on the interview, made his usual "This Is the News" broadcasts, with Zousmer's help, and got one night's normal sleep—six hours. He left Denver by plane at ten-thirty Friday night and, after keeping Zousmer awake all night, talking politics, arrived in New York at nine-thirty Saturday morning. Going straight to his apartment, Murrow had breakfast, slept two hours, and at one o'clock got out his Chevrolet convertible and drove to his house in Pawling, where Mrs. Murrow was entertaining Sir Gladwyn Jebb, then Britain's delegate to the United Nations, and Lady Jebb. Immediately after dinner, he drove back to New York, making the seventy-five-mile trip in his customary hour and three-quarters. From eleven until three, he worked at his office with Friendly, editing film and writing copy, and then went to the apartment to get some sleep, so as to be fresh for the next day's television show.

Throughout that summer and fall Murrow kept up a gruelling schedule, and in December he spent Christmas week in Korea, where he prepared a

half-hour television show. Upon his return, he landed in Seattle with an earache and a high temperature, and retired to a hospital for two days. No serious trouble developed, so he flew on to New York, but a month later he went to Presbyterian Hospital for a checkup. Nothing was found to be wrong with him but fatigue, and he was ordered to take a three-month vacation. After an argument, the doctors agreed that he might do anything he pleased, as long as he didn't have a deadline. Accordingly, in the latter part of May he temporarily gave up his radio and television shows, and began his vacation by flying with his wife and son to the Coronation. Leaving his family in England, he flew back to New York, editing film en route for a C.B.S. show on the Coronation, and shortly after he arrived here, he appeared on a two-hour television show commemorating the fiftieth anniversary of the Ford. Then he flew back to England, where he and his family spent a fortnight in Cornwall and a week in London, after which they returned to New York by ship. After a week's rest in Pawling, Murrow flew to the West Coast, made a C.B.S. television show called "Television City" in Hollywood, a "See It Now" show on logging in Oregon, and a documentary movie about the Aluminum Company of America at the company's plant at Vancouver, Washington. While out there, he stopped in to see his parents, who now live in Bellingham, Washington, and his brother Dewey in Spokane. By the end of August, he was back in New York, where he worked with Zousmer and Aaron on plans for his fall program. The second week in September, his vacation over, he flew to Berlin to make the first "See It Now" show of the new season and to confer with the C.B.S. European correspondents in preparation for embarking on a new season of deadlines.

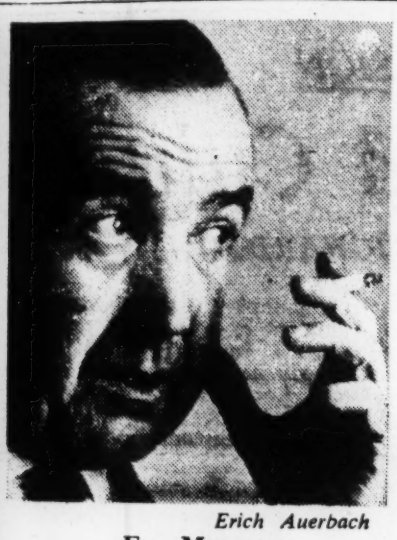
Those correspondents, most of whom not only would be uneasy in their jobs if anything should remove Murrow from his but, quite apart from that, regard him with an affection bordering on the filial, had worried a good deal about the state of his health, and worry had led to rumors. While he was on his prescribed vacation, a friend of his in Europe who had heard the rumors wrote an anxious letter to him at his New York office. Murrow replied, "This fall I shall merely have five radio news shows a week, plus two half-hour television shows, plus a few extracurricular activities. I hope the foregoing answers your question regarding health, although what it reveals about my sanity may be another question. As far as strenuous work is concerned, I can do no better than to quote you a comment by my mother, who said, 'It is better to wear out than to rust out.' As ever yours . . . "

Before the letter was typed, Murrow was aboard the plane for Berlin, and so it wasn't signed.

—Charles Wertenbaker

(Press Clipping abt Mr M)

SEE REVERSE ALSO



Erich Auerbach
ED MURROW

Person to Person

The Man from Pole Cat Creek

By A Staff Reporter

IN London last week, Ed Murrow, one of the most important figures yet produced by radio and television, a tall, dark man with a high-domed forehead and the worried, lopsided face of a handsome bloodhound, spoke to his "shop" (the Columbia Broadcasting System) in New York and asked them whether they felt he ought to move on to cover the latest crises in Algeria and the Lebanon.

C.B.S. decided they wanted Murrow back home first, and he left for New York by air not dissatisfied with the results of his five-day visit to London: foremost among these, a half-hour filmed interview with Mr. Macmillan, due to appear on television in America on May 23, and later to be shown here and in the Commonwealth.

It is impressive that an American journalist can get a British Prime Minister to give him generous and undivided attention just before an important Cabinet meeting and at a critical period in the Prime Minister's career. But with Ed Murrow, O.B.E., this sort of thing is not unusual. He is, someone has said, "The V.I.P.s' V.I.P."

* * *

AMERICANS, more than Englishmen, like to feel they're being talked to about important things. Murrow has been satisfying this wish for twenty years. As one of his colleagues put it, "They feel Ed's good for them."

Egbert Roscoe Murrow was born on April 25, 1908, the third son of a small tenant farmer at Pole Cat Creek, North Carolina. He is of English, Irish and Scots descent. Father Murrow later changed to driving a train in a logging camp, and after high school, Egbert, aged fifteen, started earning his first money in the same camp (it was here Egbert was dropped, with relief, for Ed).

It was war-time Britain that really made him; and the influence of Murrow's "This [pause] is London" upon American opinion before the United States entered the war was incalculable.

Until the war, the serious Murrow had doubts about England's fibre. Was the greatness gone, he wondered?

He found what he'd hoped to find in the blitz. This was probably the greatest time of Murrow's life: England's cause was his; he took many risks. Perhaps his most memorable broadcast was one night outside St. Martin-in-the-Fields. "We took air just as the sirens started. Unhurried footsteps sounded as people walked to the shelters. A man stopped another and asked for a light. The broadcast lasted, oh, two, three minutes. It illustrated the silence. They flew into a great calm."

* * *

HIS two most impressive recollections of this time are not of battle. The first is of a debate in the House of Commons in August, 1940, when the R.A.F. had committed everything but two reserve squadrons: the debate was on conditions of internment camps for aliens on the Isle of Man. The second is of the successful appeal two days after Italy entered the war of an Italian who had been found guilty by a lower court of murdering a British seaman with a knife.

These memories were with Murrow in March, 1954, when he indicted McCarthy and his methods on "See It Now" with a succession of filmed excerpts of the Senator in action—one of the most explosive television programmes ever, with plenty of editorialising and "as much cutting edge as could be on it." Murrow admits freely that he didn't attack McCarthy particularly early in the Senator's campaign, and that others had done it before him. But it was a brave action that brought virulent abuse as well as cheers. At one time, four McCarthy investigators were at work on Murrow.

The McCarthy poison in American life upset him a great deal. Other painful moments during his career were Korea ("a miserable war, a miserable country, and the realisation what the intervening years had done to the glands and nerves") and the Suez Crisis, when he was in Israel: he greatly admires Israel (particularly the prowess of her Army: he always worships the heroic qualities) and hated to see her "threatened with physical extinction by Bulganin and with economic strangulation by Eisenhower."

* * *

SUEZ upset him, too, because of what it meant to Britain and his conception of her. Murrow's love for England is warming; at times the admiration seems almost too uncritical (he admits he has to a certain extent lost touch with the British scene). His restrained clothes are often Savile Row; his fine black shoes glitter proudly; anglicisms like "Don't forget to make a signal" come easily to him. Even his ability to deprecate his own country, modestly, seems at times a bit English ("I love this old hotel—even the Americans haven't succeeded in spoiling it").

Murrow disclaims any political affiliations. He says he lacks conviction. On foreign affairs he tends to be Democrat, on home affairs Republican. He believes there has been nothing in history comparable with what America has done in foreign affairs in the past ten years. ("When Churchill said the Marshall Plan was the 'most unsordid act in history' I think he was right.") But despite this, he is by no means sure that American policy will succeed.

* * *

HE looks at American politics mainly from a professional standpoint and quotes the words of Senator Alben Barkley: "To be a good political reporter you ought to be agin everybody—some."

Murrow's eminence in radio and television is based on his air of authority ("the voice of an unfrocked bishop") and his sense of honesty and integrity. Few people have his painstaking ability to make important and difficult subjects seem dramatic. "See It Now" has included such touches as a United States marine hacking a foxhole from the frozen earth in Korea; a Buchenwald tattoo on the arm of an Israeli jet pilot; a "rehabilitated" member of Mau Mau singing "Onward, Christian Soldiers"; the clink of a bullet taken from a G.I.'s spine as it was tossed by the surgeon to a nurse and dropped into a cup.

He has many able men and several field teams working under him, aided by a lavish budget; but his stamp is always visible. Other commentators may be more pungent, less pontifical or pompous, better researchers, even more knowledgeable; but no one quite adds up to Murrow. And it is unlikely that any is so well paid (over $300,000 a year, more even than the board chairman of C.B.S.).

Murrow believes in his job (or much of it), but is not exactly at ease in it. He smokes heavily and buries himself obsessionally in overwork and dangerously long hours. He seldom relaxes except on his dairy farm outside New York.

He is still distrustful and a little ashamed of television, sees it can't compete with radio on "hard" news (indeed, doesn't try to make it do so); nor, to him, is it so satisfactory. He feels it tends to be a shiny, top-heavy gimmick, and that, in America, at least, with one eye on the sponsor, it lacks courage. His twelve-year-old son is allowed to watch television for only half an hour a day. Yet it is sometimes invaluable, he feels, for unmasking a phoney.—*Copyright.*

News Miscellany

Queen Mother in Sheffield

QUEEN ELIZABETH THE QUEEN MOTHER, who yesterday placed the foundation stone of a new teaching hospital in Sheffield, said she was delighted that the dream of the city's far-sighted visionaries was now to be realised. The scheme was initiated 20 years ago.

Crowds cheered as she drove to the hospital site, where she passed between lines of nurses. The ceremony was broadcast to patients in all the Sheffield hospitals and through the hospital sports commentaries network.

The Queen Mother then drove six miles to the Kirkhill Old People's Home, which she officially opened, and unveiled a commemorative plaque. The home cost more than £70,000, and accommodates 50 aged or handicapped people.

Quebec's £90m. Ore Project

QUEBEC CITY, May 17. — Mr. Maurice Duplessis, Premier of Quebec, announced plans here for a £90 million iron ore development scheme in the northern regions of Quebec near Ungava Bay. It would involve building two new towns, a hydro-electric power plant, a concentration plant and loading facilities in Seven Islands Bay.

Most of the ore would be processed in Quebec by the Steel Company of Canada and its subsidiaries. The rest would go to the United States and foreign steel mills.—B.U.P.

Reserves Arrive in Kenya

NAIROBI, May 17.—The first contingent—500 officers and men—of Britain's strategic reserve to be stationed in Kenya arrived here to-day by special train from Mombasa. They disembarked there last night from the troopship Dunera from Britain.

The War Office announced in London last night that 1,600 officers and men were to be sent to Kenya next month. It is understood they will be used in case of trouble in Aden and the Arabian peninsula.—Reuter.

Sharp Set back for Kabaka

KAMPALA, Uganda, May 17.—An attempt by the Kabaka of Buganda to achieve paramountcy throughout Uganda, which culminated yesterday in self-Government proposals under which the Kabaka would be styled "Your Majesty," received a sharp setback from his own tribesmen to-day.

The Uganda United Congress Party roundly condemned the plan as being "unrealistic and not in accord with current political thought."—B.U.P.

50 p.c. Car Sales Rise

CALGARY, Alberta, May 17.—Sir William Rootes, Chairman of Rootes Motors and leader of a six-man British trade mission, said here that sales of British cars in Canada increased 50 per cent. in the first three months of 1958, compared with last year. "They're up even more than that in the United States," he said.—Reuter.

'Pony' Strike Ends

Two hundred and fifty miners on strike at Crofton Mill Pit, Blyth, Northumberland, are to resume work to-morrow. The dispute started yesterday when a young miner was offered the alternative of a fine or 14 days' notice after an accident with a pit pony. A union official said the men would demand a full inquiry.

Saud in Hospital

DHAHRAN, Saudi Arabia, May 17.—King Saud of Saudi Arabia, who is 56, was admitted to the United States Air Force hospital here to-day for treatment of what was described as "a slight illness." He was flown from his capital of Riyadh on his doctors' advice.—Reuter.

Princess Royal

The Princess Royal, who has a chill, is "a little better," it was stated at Harewood House yesterday. She will be remaining indoors over the week-end.

French Crisis

(*Continued from page* 1)

de Gaulle would be universally welcomed by the Algerian settler politicians, both because they are unsure of his present views on Algeria and also because of old hostilities dating from de Gaulle's struggle to establish his authority in Algiers during the last war against Giroudists and former Vichyites.

Paris newspapers have given great preminence to the reported participation of several thousand Muslims in a fraternal demonstration with Europeans in Algiers calling for de Gaulle and bringing tears of joy to the eyes of General Massu.

In view of the extraordinary situation now existing in Algiers, it is hard to say how much political significance should be attached to this event. But it may be an indication of the hopes which have been entertained in the past by some North African Muslims, including the Government of Tunisia, that General de Gaulle might be able to use his prestige to end the Algerian war and bring about a Franco-North African settlement.

But the role of the Army in Algiers has also roused alarm among other North African leaders. The new Prime Minister of Morocco, M. Balafrej, has drawn the moral that the Army's defiance of Paris makes it all the more necessary and urgent that French troops should be withdrawn from Morocco.—*Copyright.*

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Graceful Fashion Sandal, airily cut-away for coolness. With medium-low heel. Side gussets ensure firm fit. In black, brown, blue, medium beige calf, to tone with your prettiest dresses. **85/-**

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TAKES GOOD CARE OF YOU

TELEVISION

Cephalopod Culture

By MAURICE RICHARDSON

"CONTRADICTION is the very moving principle of the world!" The Box, with its abrupt switches from the trivial to the profound, is always providing illustrations to Hegel's pet dictum. The sage of Stuttgart should have been viewing last week, selectively, from his anti-fireside in the *Ewigkeit*. A distinctly submarine and cosmological pattern could be picked out amid the flicker.

It began last Sunday during the B.B.C.'s Children's Hour, with a film of the Octopus, that strange, exquisitely complicated, almost human-eyed mollusc. By what evolutionary contradiction did it develop the shapeless "foot" of its lowly order into those prehensile tentacles? What stopped these brilliant animals from evolving a submarine civilisation of their own, a silent tactile cephalopod feely culture? Perhaps they have one—on another planet if not in some hidden oceanic abyss on our own. There is certainly nothing we can teach them about the obscurantist uses of ink.

Another, more fundamental, submarine evolutionary contradiction was strongly featured in Tuesday night's fourth instalment of **Five Hundred Million Years**, the B.B.C.'s admirably varied lecture-series on Evolution, one of the few, the shamefully few, concessions that television makes to popular science. This was the vital part almost certainly played by the ancestors of the Sea-Squirt in the evolution of the vertebrates. The salient contradiction here is between the adult Sea-Squirt, which is anchored to a rock, and its free-swimming, and seemingly much more advanced and go-ahead, larvae. The television lecture, interspersed with film, is marvellously effective at spotlighting such epoch-making facts. A nice demonstration of the personal touch was given by Dr. Swinton. The tone of awe with which he stressed the hundred-million-year domination of the great reptiles was deeply impressive, and far more reverent than a lot of the specious lip-service that you get in some of the religious programmes.

*

SO much exciting biological prehistory made a rather heady preparation for Thursday night's live investigation of Loch Ness. As an outside broadcast, in the teeth of the baleful weather that always attends o.b.s, and in the absence of a personal appearance, this was commendably lively and unflagging. The diving had its moments. What an all-time-record televisual occasion it would have been if the Monster had swum into view and carried off one of the B.B.C.'s frogmen! As it was, the most impressive piece of live evidence we were able to witness was the dense, moving mark on the graph of the echo-sounding apparatus. It was too dense for a shoal of fish and it submerged as the B.B.C.'s chartered trawler approached.

The testimony of various witnesses, including the town clerk of Lincoln, and a very sober Inverness-shire colonel, was more imposing than those few photographs. One rather noticeable omission (I think I am right about this) was the absence of any comment by a qualified marine biologist. I hope TV and film cameras will be kept trained on the Monster's Loch. I should like to believe in Him; but I do not think he is a cultured cephalopod.

*

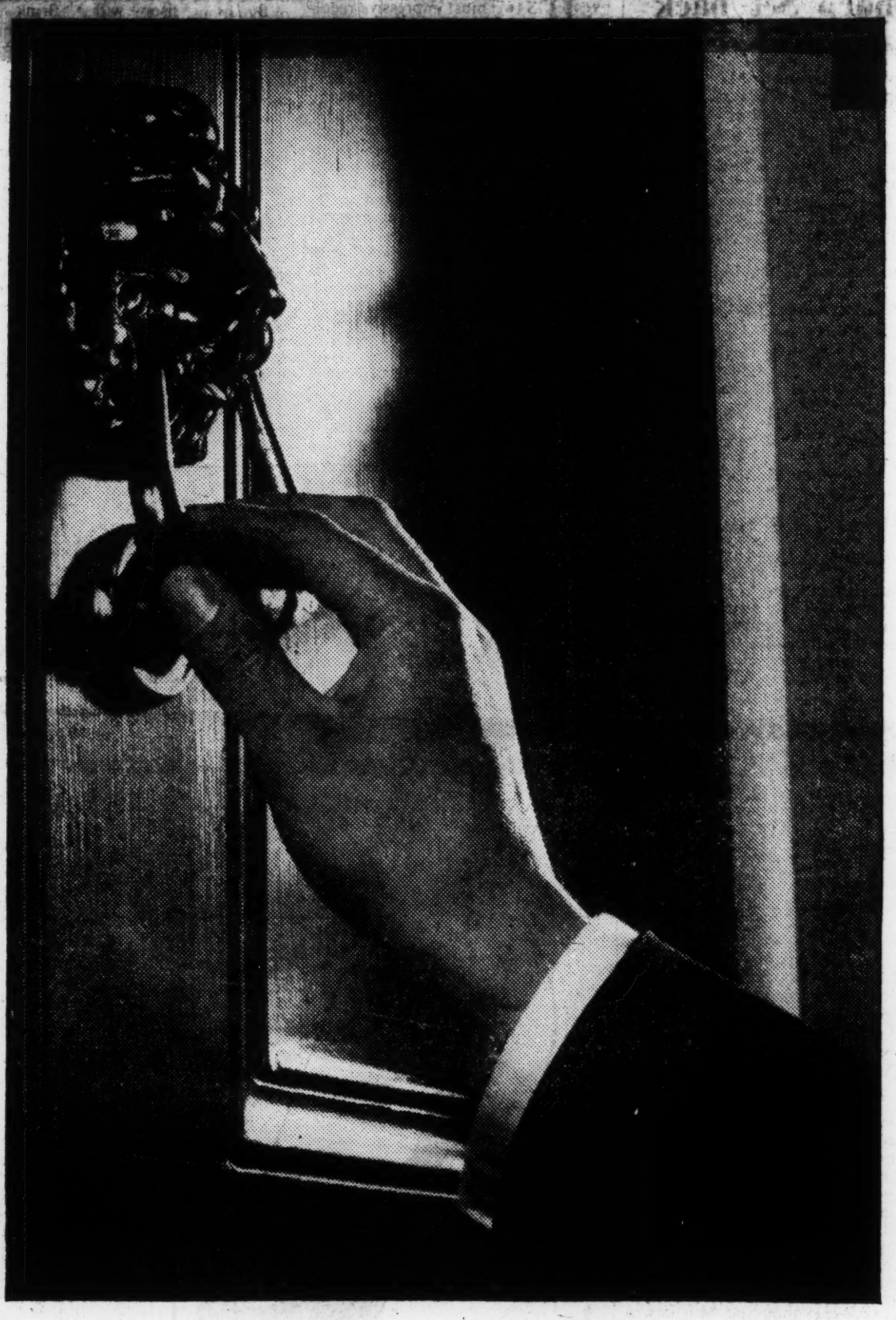
OUR great contemporary cosmological contradiction — nuclear energy: for annihilation or construction?—got a fairly thorough exposure in **Fallout**, a C.B.S. "See It Now" film made some weeks ago. The B.B.C. showed eighty minutes of this last thing on Wednesday night—scarcely a soporific. It was as solid and responsible a job as we should expect from Ed Murrow and his team, and one of the most significant pieces of TV journalism yet emitted.

It resolved itself into an investigation of A.E.C. policy. Witnesses for the prosecution included the crew of the Lucky Dragon and Dr. Kamura, the Japanese physicist; some of the inhabitants of Nevada and their horses; and Dr. Linus Pauling, chairman of the group of 9,000 scientists who wish to stop further tests. Principal witness for the defence was Dr. Libby, one of those peculiarly American scientists whose minds seem to be built in watertight compartments. Constructionwise, he was encouragingly sane with plenty of stress on the blessings of peaceful power; but that phrase, "tolerable risks," was alarming. Murrow was on to him like a terrier: "Dr. Libby, you don't seem very concerned . . ." There was great waving of tentacles as electrotelepathic reports of this programme reached the Cephalopod Council.

*

NO space to do justice to the week's rich crop of imbecility: unfair, therefore, to single out individuals. The electronic theatre did at least redeem itself with Granada's presentation of Arthur Miller's early play, *circa* 1947, **All My Sons.** This was the first wave of his attack on the business-man Dad as symptom No. 1 of the great American social sickness. The Ibsenish influence, discernible in "Death of a Salesman," is stronger here. Joe Keller, the war-profiteer who let his partner take the rap for turning out cracked cylinder heads, is more powerful than poor Willy Loman, but he too did it all for the boys. Rather too much has happened before the curtain goes up. Neither Mom's belief that one son is still alive nor the long-delayed suicide letter really convinces. Albert Dekker played Joe with all the blood pressure he could command. Let no one tell you under-acting is necessary on television. The way these solid, thoughtful didactic dramas continue to come across is ever encouraging.

What has come over the Roman Catholic Archbishop of Liverpool? Not long ago we were tipping him as an up-and-coming TV R.C. personality, full of sweetness and light. Last Sunday, in I.T.V.'s **Living Your Life**, he gave a singularly pettish display, pecking at humanists like a sick crow. A suitable penance, had I the power to inflict it, would be a public post-prandial disputation with the redoubtable Mrs. Margaret Knight.



The call that means so much

All over the country, in every kind of home, men and women know the comfort and security this call can bring—the call of the Man from the Prudential. For he is not only the representative of a great assurance company, he is friend and adviser as well.

Life assurance for the family, fire insurance on the home, endowment provision for old age—on these and many other kinds of insurance he gives sound advice and regular personal service. Over four generations, in good times and in bad, people have come to rely on the Man from the Prudential.

The address of the local Prudential Office is in the telephone directory.

10.00 P.M.

CBL—National News—TCN. CBO, CBM

CFRB—The Whistler—CBS. CHML, CKAC, CKTB, CFCO, CKPC

CJBC-CKOC—Bing Crosby—ABC.
Shortly before Mark Hellinger died on Dec. 21, he, along with Jimmy Durante and Dick Haymes, was a guest of Bing Crosby in a performance scheduled for Feb. 4. The subsequent death at 44 of the movie producer and ex-columnist, at first led Bing to cancel the broadcast and substitute another. However, he consulted a number of Hellinger's closest friends on both coasts. Their unanimous opinion was that, as a firm believer in the theatre's finest tradition that the show must go on, he would have wanted the program heard. Bing changed his mind, and the broadcast will be aired as planned, allowing listeners, for the last time, to hear Hellinger at his characteristic gay and humorous best.
Bing's songs include I'll Dance At Your Wedding, Now Is the Hour and But Beautiful. Jimmy Durante sings Ciri Bi, Yah, Yah, Yah.

CKEY—Tune Tryst.

CKLW—California Melodies.

WBEN—The Big Story—NBC.
Authentic experiences of newspapermen on their most exciting assignments dramatized. Robert Sloane, narrator.

WGR—The Whistler—CBS.

WKBW—Bing Crosby Show—ABC.

10.15 P.M.

CBL—News Roundup—TCN. CBO, CBM

10.30 P.M.

CBL—Distinguished Artists—TCN. CBO, CBM
Andres Segovia, brilliant Spanish guitarist, who is to be in Canada during February, will broadcast a program of his own musical arrangements. Segovia studied music in Spain, at the Granada Musical Institute, and made his debut as a guitar virtuoso in Granada. He toured Europe and South America for six years and first appeared in North America at New York's Town Hall in 1928. Since then he has given many recitals in the United States.

CFRB—Nocturne.

CJBC—Tony Martin—ABC-DOM. CHML

CKEY—News; Joe Crysdale.

CKLW—The Symphonette.

WBEN—Jimmy Durante—NBC.

WKBW—Star Theatre—ABC.

11.00 P.M.

CBL—Intermezzo—TCN. CBO, CBM

CFRB—Jack Dennett, News.

CHVC—What's on Tapp? (to 1 a.m.)
A 2-hour program of record requests with the "Musical Bartender," Gord Tapp.

CJBC—CBC News Bulletin. CKLW, CKTB, CFCO

CKEY—Mickey Lester Show.

CKOC—Starlight Concert.

11.15 P.M.

CFRB—Robt. Q. Lewis—CBS.

CKLW—Dave Levinter Orchestra.

WBEN—Joe Wesp, Reporter.

WGR—Late Sports.

WKBW—Joe Hasel, Sports.

11.30 P.M.

CBL—Intermezzo—TCN.

CFRB—Dance Orchestra—CBS.

CHML—Dance Orchestra.

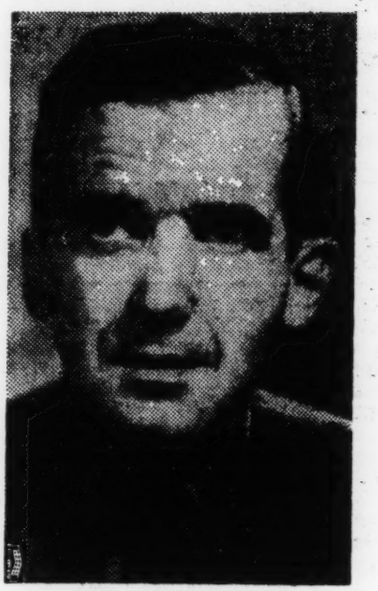
CJBC—Christie's Wax Works.

CKOC—Music for Dreaming.

It's Leaving Here All Right

By Edward R. Murrow

(Edward R. Murrow, world famous radio correspondent who brings listeners broad aspects of the day's news five times a week over CBS, usually has his mind on global urgencies, but he doesn't forget the men who work with him. He is well aware of the fact that his contact with the audience depends on their work. His respect for these men who help him get his voice, words and ideas out on the air was demonstrated in a recent broadcast of "Edward R. Murrow With the News," in which he took time out to pay tribute to radio's engineers.)



Edward R. Murrow

There's something I've wanted to do for a long time—to propose a small toast to radio's forgotten men, those who must listen whether they want to or not; the men who make broadcasts possible and perform technical tricks beyond the understanding of those of us who work behind the microphone.

I refer you to the men you never hear, the engineers. I have seen them work 52 hours at a stretch installing 58 microphones to bring you a political convention. Wherever there is a microphone some engineer put it there. I've seen them risk their lives to bring you the sound of bombs and gunfire and aerial combat. Some reporter got the credit, the engineer generally didn't even get a mention. I've seen them rig microphones in the Maginot Line, in bombers, on rooftops, had them ask to fly bombing missions just because they thought they could improve the quality of the broadcasts and then had them say when I came back: "If only you'd taken me along I could have taken that quiver out of your voice."

The engineers have stretched hundreds of feet of cable just to bring you the sounds of horses' hoofs during a royal procession. During the war they arranged things so that we could push a button and talk to all four networks in this country in less than five seconds.

All during the battle of Britain and the blitz, the engineers in New York and London would talk for a few minutes before the broadcast went on the air. They discussed comparative prices of cabbages in New York and London, what they did on week-ends. I remember there was one engineer in New York who was painting his house and we followed his progress in London with great interest.

I've known reporters to get excited, but never an engineer. When things go wrong and a broadcast fails to get through, they just shrug their shoulders and say: "It's leaving here all right." Engineers are the toughest critics in radio and for this reporter it's a very great day when an engineer says: "That was a pretty fair piece." They're generally very conservative with their praise.

Even under the luxury conditions of peacetime broadcasting the engineer is the important man. He sits there in his little glass booth with all the knobs and dials. Then when the sweep-hand on the big clock reaches the proper place he throws you your cue and he can do that in a dozen different ways.

He can do it with a casual flip of the hand as though to say, "All right, go on and get it over with. It only lasts 15 minutes. I can stand it." Or he can give you the open microphone with a sort of expression which says, "Understand—this is just my job, but don't think you'd be sitting here if I had anything to do with it. I have no responsibility for this." Or another engineer can give you your cue with a gesture which says, "Welcome, I have complete confidence that you're going to really make some sense tonight, make no fluffs and get off right on the nose." I'd rather have that kind of an engineer than a handful of hot copy.

And, tonight, the engineers in stations all across the country are sitting in their control rooms watching the clock go round and probably as usual watching whether I'm going to get off the air on time or not. So, I offer my small toast to the engineers—the men who have to listen whether they want to or not; the men who do not have the choice of just turning the switch and thereby stop listening. So . . to the engineers.

This is:
Edward R. Murrow

ONE OF RADIO'S most famous and authoritative reporters—Edward R. Murrow—returns to the air Monday, Sept. 29, in a new series to be heard over the Columbia network Mondays through Fridays, 7.45-8 p.m., EST. Mr. Murrow is familiar to millions of Americans for his years of broadcasting from embattled Britain and other war fronts. His opening words—"This is London"—became one of the most arresting announcements in radio news history.

In resuming his news summaries and analyses on Sept. 29, he will make New York his headquarters, but plans to broadcast from cities both here and abroad where important news is being made.

Mr. Murrow resigned recently as CBS vice-president and director of public affairs in order to undertake this new series of broadcasts. The program will be sponsored by Campbell Soup Company.

EDWARD R. MURROW

". . . This Is London!"

Edward R. Murrow never worked on a newspaper in his life, but is recognized as one of the greatest reporters in the world. During World War II, Mr. Murrow received such encomiums as "best known and most influential American commentator." During his colorful radio career, which started in 1935, Mr. Murrow has covered all kinds of historic events, from a bombing run over Berlin to the fall of political giants. He has talked with most of the world's leaders—from Winston Churchill to the late Huey Long.

Tall, handsome, scholarly and self-effacing, Mr. Murrow is a friendly fellow. You find yourself calling him Ed soon after you've shaken his hand. He is one of the few men who could step before Hollywood klieg lights and portray a foreign correspondent with both authenticity and glamour. At 39 he looks young without giving the impression of being youthful. He is dignified but not stuffy. He has deep-set, sombre eyes and a serious expression that breaks into a boyish, radiant grin at times.

Mr. Murrow was born in Greensboro, N.C., on April 25, 1908. When he was a boy, the Murrow family moved to the State of Washington. After high school hours and during college vacations, he worked in forests and as a timber cruiser. For two years he served as a compassman and topographer in Western Washington.

From 1930 to 1932, he was president of the National Student Federation of America. In that post he visited some 300 American schools and travelled extensively throughout Europe. In 1932 he was made assistant director of the Institute of International Education and was in charge of foreign offices in London, Paris, Geneva and other European centres. That experience, plus his ability as a speaker, helped win him his first position with CBS in 1935. He became Director of Talks and Education.

In 1937 CBS had one representative in England—Edward R. Murrow. His job was to arrange cultural programs. But in 1938, when he was en route to Poland to set up a children's broadcast for a CBS School of the Air broadcast, the Nazis marched into Austria. He chartered a 23-passenger plane and as the sole occupant, arrived in Vienna in time to describe arrival of the German troops. From there he went to London, formed the network's roster of crack correspondents and began covering some of the events that were to shake the world. Brilliant radio reporters he brought to CBS included: William L. Shirer, Cecil Brown, Eric Sevareid, Charles Collingwood, Larry Lesueur, Bill Downs, Howard K. Smith, Dick Hottelet, Winston Burdett, Farnsworth Fowle.

"Looking back now," says Mr. Murrow, "the most important decision of my life happened in New Orleans in 1937. I was there as Director of Talks for CBS, attending the annual meeting of the National Education Association, when I received a call from a Columbia executive asking me if I wanted to go to Europe. That New Orleans decision gave me an opportunity to be in a front row seat for some of the greatest news events in history."

Personal . . . Married Janet Huntington Brewster in 1932 . . . She was with him during his London assignment and became one of Britain's most famed hostesses through the coffee and sandwiches she served for radio and newspaper friends after her husband's midnight broadcasts... Mrs. Murrow was British Director of Bundles for Britain and did educational broadcasts for the BBC . . . The Murrows have one child, Charles Casey, age 2 . . . Mr. Murrow is 6 feet 1 inch, weighs 170 . . . golf is his main hobby, and although right-handed, plays a left-handed game . . . Middle initial R stands for Roscoe.

Edward R. Murrow has been the recipient of many awards for outstanding reportorial work overseas. He has won two annual awards of the National Headliners Club—in 1938 for his part in the report of the Austrian Anschluss and in 1944 for his famous "Orchestrated Hell" broadcast describing his flight as an observer on a bombing run over Berlin on Dec. 2, 1943.

In 1940 the Overseas Press Club honored him for the war's best foreign news reporting achievement. The twelfth Institute for Education by Radio, in 1941, gave Murrow a first-place award for his "London After Dark" broadcast. Charles Scribner's Sons selected him the "most influential commentator" to write the preface for a book in 1941. He won the George Foster Peabody Award in 1943 for outstanding news reporting. In January, 1945, the Writers War Board commended him "for his consistent expression of democratic philosophy in cogent, forceful terms and fostering international understanding."

The Association of American Correspondents in London, in 1945, elected him president for the following year, marking the first time a radio broadcaster was thus honored. His broadcasts from the British capital have been published in a book titled, "This Is Lohdon." Mr. Murrow is probably the "most mentioned" correspondent in books by other men who covered the war.

His reportorial experience has ranged from the Coronation of King George VI, through Anschluss, Munich, the London blitz, the campaigns in North Africa and on the Continent, the election of the Labor Government in Britain. He flew 20 combat missions with the British and American Air Forces.

Happy New Year

Press Clipping 4-B-3

The Renton

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Edward R. Murrow, Top New
Gets Royal Welcome in Ren

Noted TV-Radio Man in Hospital For 48 Hours

By RUTH POWELL

You've got the flu? You're all tired out? Well, struggle through the day somehow. YOU'RE not Edward R. Murrow.

If you WERE Edward R. Murrow and exhausted and ill with influenza, here's what would happen to you.

First of all you'd get to sleep all night and most of the day in a nice private room in Renton Hospital.

When you woke up there'd be a bouquet of flowers sent by the mayor of Renton.

People from all over the country would be telephoning and sending telegrams to find out how you were and wish you well. Newspaper and television reporters and photographers would be clamoring for a few minutes talk with you. You'd set an hour and let them all in to crowd around and listen to your opinions.

Pretty soon Chamber of Commerce representatives would come to bring you an honorary membership in the chamber, an honor given before only to Will Rogers and Wiley Post.

All of this happened to Murrow, the nation's top newscaster, this week in Renton—and more.

The crowning event in the city's royal welcome to the famous visitors was the presentation to him Tuesday afternoon of a steelhead rod and reel, given to him by Mayor Joe R. Baxter.

"I'll take this back and show them, and tell them this is a real example of western hospitality," Murrow said. Then he looked at the gift and said, "Oh, to have a rod like this and not be able to use it."

Murrow left on a Northwest airliner at the Seattle-Tacoma airport on Sunday night. He was en route home to New York after two weeks on a reporting trip to Alaska and Korea. In Korea, he said, he had worked straight through the cold and short daylight hours, without stopping for lunch and in the bothersome winter dust. By the time he reached the Seattle airfield he wanted medical advice, he said.

He came to Renton hospital and was put to bed and under the care of Dr. C. G. Keigwin.

News that Murrow was a patient in Renton Hospital spread quickly, but a "Positively No Visitors" sign on the door of his hospital room was strictly enforced.

Then Murrow, feeling better on Tuesday, held a press conference attended by more people than could crowd into his room. Some watched and listened from the hall.

Murrow said he noticed most two things in Korea. The war there looks permanent, and there is a change in the attitude toward the South Korean soldiers.

"Everybody is dug in, wired in, mined in," he said. "Even at Company CP's you get the idea that the whole thing has been there a long time and is liable to stay there for a long time."

Murrow said this is a war in which you can drive right up to the front. The army engineers, he said, have built six "Lido" roads,

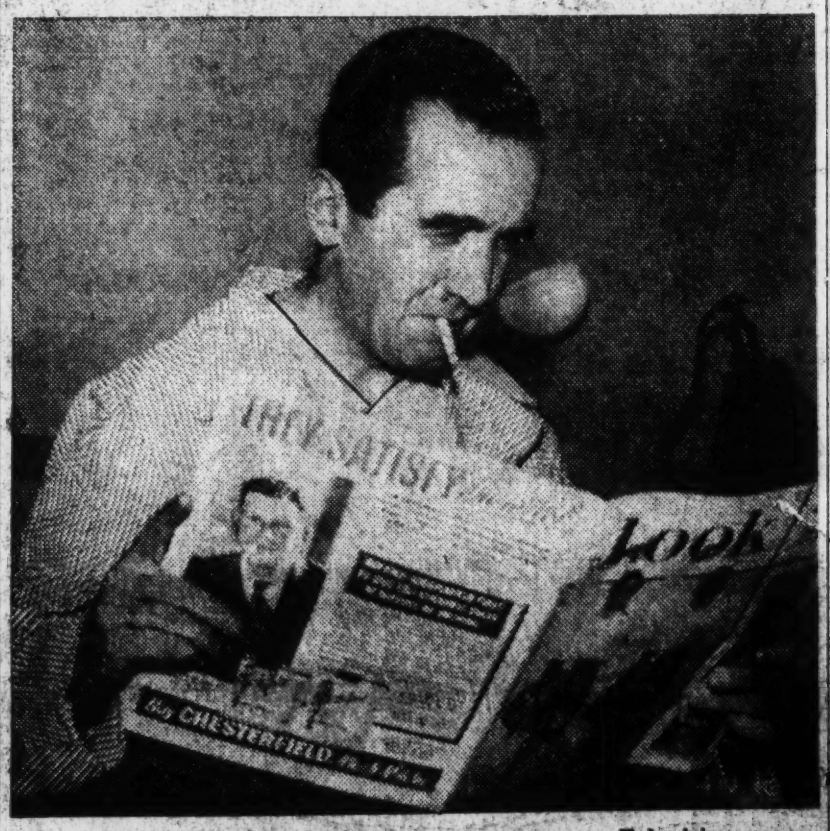
(Continued on Page 7)

He Receives Gifts From City Offic

A mighty pleased guest in Renton was Edward R. Murrow Tuesday afternoon when Mayor Joe R. Baxter presented a gift fishing rod and reel. Murrow was recovering from influenza in Renton hospital under the care of Dr. C. G. Keigwin. Tom Dobson, center, presented Murrow an honorary membership Commerce. Also amo Murrow in Renton wa ber manager, who bro

Kennell-Ellis Ph

. And Learns About High Award



An award for having the best news program on Television was awarded to Edward R. Murrow this week by Look magazine. Murrow first read about the award in Renton hospital.

Marier Studio Photo. Chronicle Engraving

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Officials . . .

embership in the Chamber of Also among those who welcomed enton was Henry Reynolds, Cham-, who brought a big bouquet. ll-Ellis Photo. Chronicle Engraving

More About

Edw. R. Murrow

(Continued from Page 1)

gouged out of, and up, hills from 4000 to 5000 feet high.

South Korean troops are no longer referred to as "Gooks." Murrow said. They are ROKS now. He said he had heard Americans share equipment and clothing with the ROKS and say, "That's all right with us."

The newsman added that the ROKS take excellent care of their equipment and are very good mechanics.

"Their purpose is concentrated," Murrow explained. "Americans can't see any end to the war, only an end to their part of it."

Though Murrow said he'd rather trade places with the reporters, he appeared as natural and likeable as he is on radio and television.

Later in the day when Tom Dobson, past president of the Chamber of Commerce, presented him an honorary membership in the Renton organization and Mayor Joe R. Baxter gave him a fishing rod and invited him to make a return visit, Murrow happily replied he hoped he could.

He resumed his flight home to New York Tuesday night on the 10:30 Northwest Stratocruiser.

Following is the text of a letter presented to Murrow by the Chamber of Commerce:

"Our board of directors at a meeting held this date, has requested our president to present this letter to you personally extending honorary membership in this Chamber, as our recognition to a native son of our great state, who has attained the pinnacle of success in your chosen field of journalism by becoming one of America's most outstanding news analysts and commentators. Your own work praises you.

"We deeply regret that your present visit to our city was occasioned by your unfortunate illness but we are very happy to learn that our hospital (of which we are so proud) and its medical staff have been able to contribute so much to your comfort and improvement of your health as to enable you to continue your journey back to New York from the Korean battlefront.

"We express the fervent hope that on your next visit to the Pacific Northwest you may be able to honor us with a visit."

I Call O
Edward R. M

By PETE MARTIN

TV's noted interviewer faces an interview himself
how he persuades the famous to let his cameras in

Marilyn Monroe's first TV appearance was on Person to Person. It took her five hours to prepare her make-up.

I didn't like the way my interview with Edward R. Murrow was shaping up and I told him so. I said, "When your co-producers, John Aaron and Jesse Zousmer, sent me a list of thirty-five questions and suggested that I put them to you, I thought, *If my questions and answers are both going to be handled by your staff, I might as well let you interview yourself.*"

A week before, Aaron and Zousmer had had a talk with me. When I'd told them that it was my habit to use a tape recorder rather than a notebook and pencil, they had seemed unpleasantly startled. "We'll be happy to have a C.B.S. sound technician sit behind a soundproof glass wall and tape-record your interview for you," they suggested. "In addition, we'll have our own typist type the words from your tape. Then we'll look it over to make sure she has made no mistakes and send you a copy."

I realize now that I had been overtouchy and too quick to jump to a conclusion, but I'd gotten the general idea that they thought I might take a "negative" point of view when I called on Murrow—"negative" being Madison Avenuese for "antagonistic." Nothing was further from my mind, but a little more of the implied censorship I had thought I was running into would have made me as "negative" as all get out.

Aaron and Zousmer sat with Ed Murrow and me now, ready to take part in my Murrow

Gypsy Rose Lee wore this "wireless mike" (under her clothing) on Murrow's program.

For three years the Duke and Duchess of Windsor spurned the show because they "had nothing to say." Murrow proved them wrong

(Pub - on Mr. M).

On Murrow

IN

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interview. We were seated around a table on a radio sound stage in the C.B.S. building on Madison Avenue. It had taken a certain amount of gall for me to mention that I thought I'd been spoon-fed the questions I was supposed to ask, but in my book the idea of a carefully screened interview was obnoxious.

When I mentioned the list of questions I'd been given, Murrow seemed surprised. I wasn't at all sure he knew about them, but if he was surprised he made a quick recovery. He said, in his deep, rich bass, "I am in your hands." And he pulled out a cigarette and lit it.

"The questions John and Jesse sent me were good questions," I told Murrow, "but I've got some of my own I'd like to ask you too."

"Go ahead," Murrow said. "I know what you mean. In the art of interviewing—if it is an art—questions have a tendency to flow from the preceding answers."

Perhaps I should add that once we began to talk, Aaron, Zousmer and Murrow couldn't have been more co-operative.

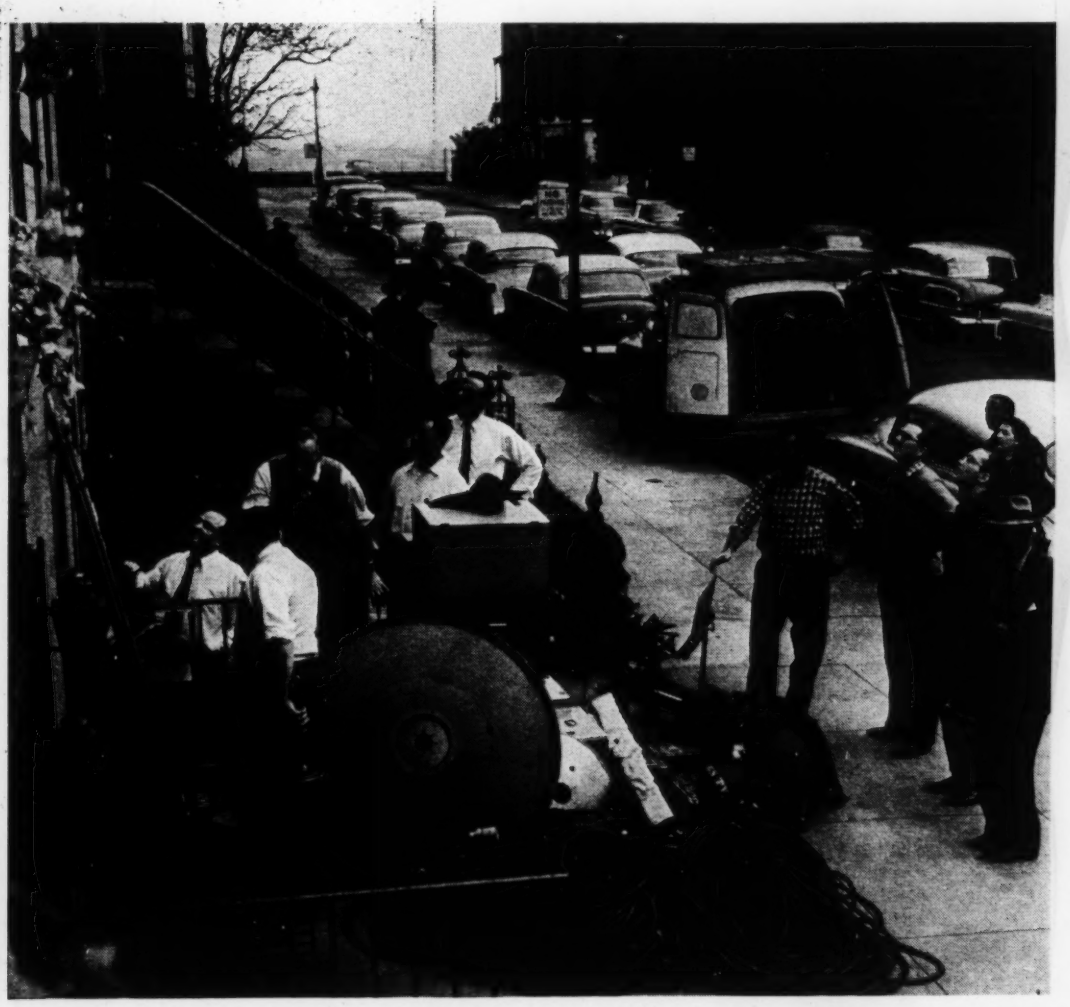
"Of the more than three hundred and fifty Person to Person TV interviews you've done," I asked Murrow, "which one did you find the most nerve-racking?"

"I've really choked up only once," he told me. "That was for about ten seconds when I was talking to the little French ballerina, Jeanmaire, on (Continued on Page 77)

ed the show
hem wrong.

Mr. and Mrs. Billy Graham. Graham's fans asked Murrow to smoke less while the parson was on. Ed refused.

Murrow and his coproducers, John Aaron and Jesse Zousmer (facing camera). Each show features two celebrities. Aaron runs things at one location, Zousmer at the other.



All this TV gear went into the New York apartment of actress Julie Harris. Norman Rockwell balked at being interviewed; he didn't want this turmoil in his home.

Some of Murrow's guests have been disappointing. Murrow says, "Our first Person to Person show did not attract glowing reviews. One of the critics simply said, 'Murrow should have hung up.'"

I Call on Edward R. Murrow

(Continued from Page 32)

the air. During our conversation she ducked behind a screen to change into a ballet costume so she could demonstrate a step for me. She was tugging off her clothes and I was still talking to her, when I happened to look at the right-hand corner of the screen which concealed her. I saw something that threatened catastrophe; a power line had come loose during a rehearsal and suddenly it seemed to me that it was going to come loose again, knock that screen down, and the girl was going to stand there before millions of people as bare as the day she was born. It was the only time I ever felt something was about to happen on the air that I couldn't handle."

"Ed told us afterward that if we'd ended up with a naked French girl," Aaron put in, "he was going to say good night and good luck to the public, get up out of his chair and go quietly home."

Everyone smiled at the picture the anecdote conjured up. None of the three others said anything for a moment. I couldn't stand it. "Well, what happened?" I asked.

Murrow spread his arms in shrug. "Nothing," he said.

"Oh," I said with a falling inflection.

"Another tough problem I encountered was when there was a technical failure on one of our remotes thirty seconds before air time," Murrow told me, "and I had to switch to our other remote."

When I'd first heard the word "remote" I hadn't the slightest idea what it meant. Since then I had learned that a remote is a TV session which originates outside a studio. "You mean you had to switch the two halves of your show around?" I asked.

"I was all braced to interview a Hollywood actress," Murrow said. "Then, thirty seconds before air time, one of these two monkeys"—his eyes swiveled to Aaron and Zousmer, then turned back to me—"rushed up and said, 'We can't get Hollywood, so we're going to do the college professor first.' The professor was a scientific type, and I had to shift my mental gears. With things moving with the terrific speed they assume as air time approaches, it was one of the hardest things I've ever tried to do."

Zousmer said, "Ed does a bigger hat-changing job than anybody on TV."

"He means if I interview Tito," Murrow said, "I put on my Tito hat; then I take it off quickly and put on my cartoonist's hat or my actor's hat to interview a cartoonist or an actor. It's as if you were trying to write a piece on fallout, then a few minutes afterward beginning a series on Marilyn Monroe."

"The two things are not too different," I said. "Zousmer and Aaron told me you call your preshow preparation a co-ord," I added. "Tell me about a co-ord. Do you sit in the studio and talk to the people out there in their homes, and do they talk back to you? Can you get to know those people in a half hour or so?"

"Yes," Murrow said, "that's how we do it, but we don't have a half hour together during a co-ord. I have about fifteen minutes of chitchat with each person I visit before we take to the air. Our crew also uses that fifteen minutes for checking their camera positions and for lighting. During that time we go over what the person we're visiting is going to do at any given point. If we're visiting a woman we want to know whether she'll be walking from the kitchen to the dining room or out onto a balcony, and if so, when. We never rehearse our questions and answers. That way, although the person I'm visiting knows my general line of questioning, I don't know the answers I'll get."

"Has someone on your staff already talked to your personalities of the evening?" I asked.

"Yes," Murrow said. "However, once we're on the air, my policy of conducting myself as if I am physically a guest in their home limits my questioning. That makes it impossible for me to pry as deeply as some other interviewers do."

"I'd like to add something to that," Aaron said. "There have been occasions when the persons we are visiting are as jumpy as cats, but the moment they heard Ed's voice in the co-ord a psychological change seemed to take place in them. It's as if he were actually physically there, patting them reassuringly on the head."

"I know you have a huge screen in your studio on which you can see them," I said. "Do they have a screen on which they can see you?"

"Our guests have no monitors," Murrow said. "I can see them, but they can't see me. It's a one-way affair. We wire a little squawk box into each room of the homes we visit and my voice comes through those boxes."

"That was Ed's idea," Aaron said. "He had the feeling that the people we call on—particularly the women—would spend so much time watching themselves on the air and worrying about how their hair looks and whether their make-up is on right, they'd forget what they're supposed to talk about."

I said to Murrow, "They tell me that you sometimes turn to the wife of a man you're about to visit on the air and say, 'We may not bother with your husband at all. We may just concentrate on you,' and that you do this to inject a light note and loosen her up."

"I've done that several times when a wife is still tense and nervous after ten minutes or so of co-ord conversation," Murrow told me.

"When you said that to Mrs. Sid Caesar, I hear she was horror-struck," I said. "She was afraid you really meant it and it might bruise her husband's sensitive ego."

"I did alarm her, I'm afraid," Murrow said. "But by and large, on our program, females have saved a lot of males. I don't think either Richard Rodgers, who wrote the music for South Pacific, Oklahoma! and Carousel, or Sam Goldwyn would have agreed to go on our program if they hadn't known their wives were going to be on hand too. I sensed that both of them relied on their wives to support them, sustain them and even rescue them, if necessary. I take no credit for knowing that certain wives are towers of strength. Any perceptive person, after spending fifteen minutes with a man, knows the extent to which he relies upon the woman he's married.

"Then there's the other type," Murrow told me. "There's the guest who forgets his wife's name when he's introducing me to her on the air. We had one like that."

"Who was he?" I asked.

"He's a comedian," Murrow said, "and I won't mention his name. He's in enough trouble now, what with losing his sponsor."

"What about the successful man who marries when he's struggling upward; then outgrows his wife?" I asked.

"The way life usually works out, we have him on our show after he has outgrown her and he's married somebody else," Zousmer said.

None of us said anything for a few moments. I could see that I wasn't going to get any more fill-in on the story of what had happened at the Sid Caesar home when Murrow had tried his easing-up-the-wife stunt.

Changing the subject, Murrow told me, "I never see a kinescope of one of my shows."

"I doubt if you grasp the full meaning of what Ed just told you," Zousmer said, "since you're not in television, but I don't think there's anybody else in this business who can say, 'I've never seen a kinescope of my show.'"

"There's got to be a reason," I said.

"There is," Murrow said. "Each Monday, John, Jesse and the rest of my crew sit down and do a brutal post-mortem on what I've done the preceding Friday night. If I've done anything wrong timing-wise or movement-wise, they tell me about it Monday afternoon. They are my kinescopes. But to answer your question specifically: I've never looked at a kine for this simple reason: I do the best job I know how while I'm on, but it embarrasses me to look at myself on film or hear my own voice."

"Why?" I persisted. "I think my own voice is mush-mouthed, but I don't let it give me a mental block."

"All I can tell you," Murrow told me, "is that I'm an old-time reporter—I guess I always will be one—and if I have to watch myself on a screen I feel like a ham actor instead of a reporter. I had the same feeling about listening to playbacks of my voice on radio. I'm even embarrassed that being on TV has destroyed my anonymity and I'm recognized here and there."

"I don't get it," I said. "Do you suppose ham actors are embarrassed when they get jobs as reporters, if they ever do?"

"I can't explain it any better than I've already done," Murrow said. "Our biggest problem is putting our guests at their ease," he went on. "I try to make them feel they don't have to remember cues or think about moving from here to there. I tell them I'll take care of those things for them. Occasionally when we have people on Person to Person I don't know well, the question rises what should they call me. John and Jesse tell me that's usually one of the last things our guests ask before going on. Ordinarily they start calling me 'Mr. Murrow,' but often, without realizing it, in three or four minutes they change to 'Ed.'"

"Of all the people he's interviewed, Sophie Tucker is the only one who's called him 'Eddie,'" Aaron said.

"I hate being called 'Eddie,'" Murrow confessed. "But in her case it was all right. Sophie can call me anything she wants to."

"I hear you have a theory that athletes are easiest to interview," I said.

"They're so used to taking instructions from managers and coaches they're relaxed when you tell them what you want them to do," Murrow said. "When you say, 'At this point I'd like to have you get up and show your trophies to the audience,' they do it. A good example was Yogi Berra. I began our co-ord by talking with him and his two children. They were climbing all over him and Yogi was having trouble with them, and I said, 'I hope we're not making you sweat?' He looked the TV camera squarely in the eye and said, 'I ain't sweatin', Mr. Murrow. Why should I? Nobody's comin' in here with his spikes high.' Roy Campanella was the same. Rizzuto was good too."

"Relaxed and easy," Aaron said.

"What kind of mail do you get?" I asked.

"We don't get a tremendous volume," Murrow said, "and only a small amount

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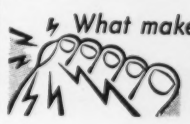

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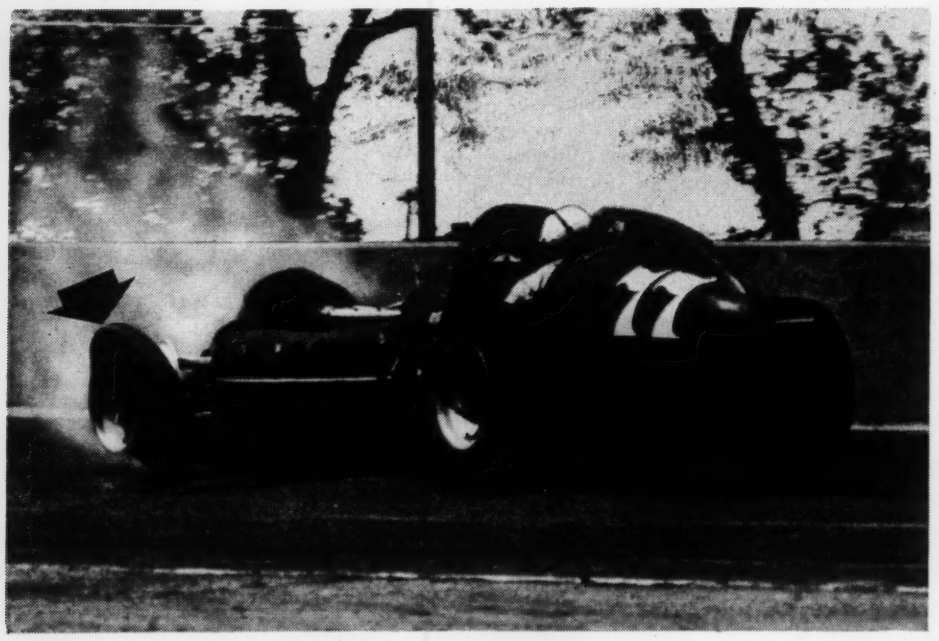

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1956 Indianapolis Speedway Winner

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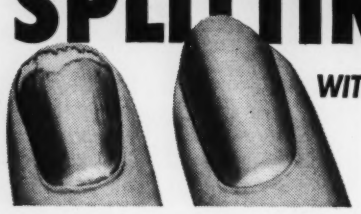

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of it is critical; and occasionally our mail reflects a changed attitude on the part of the viewers toward an individual. When we visited Mrs. Roosevelt, there was a fair amount of letters which said, in effect, 'We've never liked the Roosevelts, man, boy, child, woman, root, branch or dog, but this past Friday night Mrs. Roosevelt was a charming and likable elder citizeness. We have altered our opinion of her.'"

"Do you ever get personal criticism?" I asked.

"Some people think I smoke too much," Murrow told me. "I got my biggest anti-smoking mail the week before I interviewed Billy Graham. Most of it came from religious people who said, 'We don't ask you to give up smoking altogether, but we would appreciate it if, in deference to Billy, you wouldn't smoke quite so much while you're talking to him.'"

"John and Jesse told me you get a lot of the kind of mail which says, 'We have somebody in our home town we think you ought to visit.' Do you?"

"I do," Murrow told me. "But there's not much I can do about it because John and Jesse keep saying, 'You have to have names that are household words.' I think they're wrong and we have an endless amicable argument over that."

"We're not opposed to Ed's doing an important person who has an unknown occupation, such as a curator of a museum," Aaron told me. "We regard those people as only relatively unknown, but we can make out a case for not doing real unknowns who are anonymous except to their immediate circles of relatives, neighbors, employers and fellow employees."

"Last spring we did two men who are relatively unknown," Murrow said, "and even John and Jesse had to agree that it was one of our best shows. One of those two was A. C. Nielsen. He runs the Nielsen rating service and commodity research. The other was the author, H. Allen Smith. He is known to those who read his books and his articles, but he's relatively unknown to a mass audience."

"I disagree with you about Smith," I said. "His face may not be as familiar as his name, but he's well known to a lot of people."

"Anyhow, they were both interesting," Murrow said. "And the show moved. Smith has that rare thing, a sardonic sense of humor. As he strolled about his home, he passed an organ and I said, 'How about playing something for us?' 'Not me,' he said. 'I hate amateur musicians.'"

"Nielsen gave us a plus we hadn't counted on too," Murrow went on. "He is a man whose rating service has made or destroyed the careers of many television stars. His research is based on a small gadget he attaches to a television set. It records who's looking at what, and when. 'You put this little capsule on,' he told me on the air. 'Then you put this little thing on there,' only when he tried to do it none of it would work. He had to make three passes at it before he got it right. I'm sure our viewers got a boot out of seeing him struggle with his own pet invention—and lose temporarily."

"We've done a couple of real unknowns who embarrassed us and our audience," Zousmer said, "because they didn't know how to handle themselves in public, and after it was over, it was generally admitted that we'd made a mistake."

"The tone of the letters we got after that gave us pause," Murrow said. "'If I want to see how the average guy lives,' some of those letters said, 'I can visit my relatives. I don't want to waste half an hour and use the magic of television to see how some ordinary Joe lives.' What they want is the vicarious excitement of visiting places and seeing people they would otherwise never meet."

"That's a bad word we're using, that 'unknown,'" Zousmer said. "Nobody is unknown."

"How about 'average'?" Aaron suggested.

"We've done average people," Zousmer objected. "There's really no word for what we mean."

"The trouble with most of the suggestions we get from viewers," Murrow went on, "is that they don't add up to anything. Two weeks ago we had a letter from a mother who said, 'Why not do us? We're an average family. We have three kids and Mr. Murrow will love our private skating rink.' We had a look. The skating rink was a normal, average-size concrete cellar fixed so water would freeze in it. It was not only not a skating rink, the ceiling was so low we couldn't have got our cameras and equipment into it.

"If our show has had any success," Murrow continued, "it lies in the fact that it consists of extraordinary people doing ordinary things. We put the actor Raymond Massey on the air, and let our audience see and hear him tinkering in his woodworking shop. The combination of the elements fame and an everyday hobby held an almost universal appeal."

"One of the things I'm sure of," I said, "is your courage. The first time I was aware of you as a television personality was when you spoke your mind about Senator McCarthy, although millions of people disagreed with you."

"The McCarthy piece was done on See It Now, not on Person to Person," Murrow told me. "I thought you were only interested in Person to Person."

"I am primarily," I said. "I just wanted to detour for a moment."

Murrow said slowly, "I think television is too timid. I think it ought to be a mirror held up to what's going on both here and abroad. If the picture reflected in that mirror is one that gives people pride and gratification in what is happening, all right. If, on the other hand, the picture reflected is one of bigotry, dishonesty or violence done to the Bill of Rights, it's television's job to hold up that mirror just as steadily.

"We can even get into an area of international misunderstanding on Person to Person too," Murrow said. "Take Krishna Menon, for example.

"I've known Krishna Menon for twenty years," Murrow continued, "and when he said to me on the air, 'That last question of yours is stupid. You're intelligent. You shouldn't have asked it,' I let it ride. When I asked him whether he went to many United Nations' social functions, he said he did if he was invited. Then, for no reason, he said to me, 'You've never invited me to your home.' That was baffling to me, since he had been to my home two or three nights before. My problem was whether to get into an argument with him before millions of people, but I decided not to make a point of the fact that he had been in my home."

I thought he was wrong. He should have told millions of viewers about Menon's peculiar idea of the truth, but I kept it to myself.

"Nor do I go into a guy's home as a guest when he's surrounded by his wife and children," Murrow said, "and say, 'I don't believe in you. I think you're taking money under false pretenses.'"

"We had a perfect example with Nielsen," Zousmer told me. "Ed is on record as far back as the 1948 election as saying he had no faith in pollsters, statisticians, and, by the same token, rating services. When Ed was interviewing Nielsen, he had enough facts, intelligence and experi-

ence with Nielsen's business to say, 'I can't believe in your rating system. You can't tell me that by using twelve hundred gadgets on twelve hundred TV sets you can decide what sixty million viewers watch.' But Ed didn't think his show was the place for that kind of talk."

"How did Person to Person originate?" I asked.

"It grew out of many conversations Johnny and Jesse and I had," Murrow said. "One night we were having a bull session about the most common human emotion. Near the top of our list was the sexual urge, but we had to rule that out so far as television is concerned. Our next vote was for curiosity in its broadest sense. Then we narrowed that down to curiosity about how well-known people live. One of us—I don't remember which—said, 'No one can walk down the street and pass a window with the blind up and the lights on without looking in. It's irresistible.' So we concluded if we could move our cameras inside the homes of interesting people and show other people how they live, everybody's natural curiosity would give us our audience."

"Should we tell him where we held those conversations?" Zousmer asked.

"In a bar," Murrow said.

"Did you dope it out in one session?" I asked.

"The sessions took place over a period of two or three years," Murrow said.

"All in the same bar?" I persisted.

"Frequently, but not continuously," Murrow said. "Once in a while we took a fresh-air break. Properly used, we thought TV could be an instrument of transportation which could take people places like a flying carpet, instead of remaining the traditional communication instrument it has always been.

"There have been times when our idea has turned out to be a two-edged sword," Murrow went on. "There was my interview with Shelley Winters. It was a normal, straightway interview until I asked, 'What kind of world do you hope your little girl will grow up into?' It was a routine question I sometimes ask when I run out of anything else to say. I didn't know what her answer would be, but when I put the question to her, she took a deep breath and said, 'I hope she grows up in a world dedicated to the principles and philosophies of Franklin Delano Roosevelt.' Right in front of the millions who were listening in, I had to tell her that since it was during a presidential campaign, what she'd said was a straight political plug, out of place on a program like mine. 'If you say a thing like that, I must give someone else equal time to answer you,' I said. So the following week I gave forty-five seconds to Jinx Falkenburg, who happened to be a Republican worker, so she could have her say.

"A lot of the mail about the Winters show came from Democrats who said, 'I'm voting the Democratic ticket and I'm an admirer of Adlai Stevenson, but I felt bad when that woman pulled a fast one on your show.'

"It's only fair to say that our first Person to Person show did not attract glowing reviews," Murrow said. "One of the critics simply said, 'Murrow should have hung up.' The trouble was that the reviewers couldn't accept my sudden transition from news analyst to interviewer. That was my wife's reaction too. She liked the show, but her attitude was that I was giving up any reputation I might have won as a war correspondent and commentator on international affairs to do a show which would appeal to those who read Hollywood fan magazines. Then one summer we were driving through the Cascade Mountains and she began to look at isolated houses with television antennas on their roofs, and suddenly she said, 'I don't suppose these people *do* travel very much. Maybe your taking them to meet the people they meet on your show is a useful thing.'

"On the other hand, once I achieved some recognition on TV I began to receive invitations to do lectures on subjects about which I knew next to nothing. I turn almost all of them down. Unless you watch it, there is a tendency for you to think that because your voice and your picture are transmitted from one end of the country to the other, you're more intelligent and more important than you were when your voice only reached from one end of a bar to the other."

"How do you decide who your guests will be?" I asked.

"We deliberately set out to get contrast," Murrow told me. "It's our theory that if you were going to visit two people on a Friday night you wouldn't deliberately visit two athletes or two actors or two college professors on the same evening. One evening we paid a visit to Liberace and to the famous lawyer, Morris Ernst. You'll have to admit they're quite a contrast."

"That pairing off odd people interests me," I said.

"That is not our word," Zousmer said. "That's yours. They're not odd to us. We have a big audience; we must give it variety."

"If we pair our guests right," Murrow said, "we give them an audience they can never get in any other way. On Person to Person when we presented Prof. James T. Shotwell, of Columbia, a great historian and scholar, we paired him with Ed Sullivan. Shotwell has spent years lecturing on the League of Nations, the International Labor Office and the United Nations, but he had never had any contact with a television set until I asked him to go on our show. A couple of days afterward, he told me, 'I've spent all my lifetime in this field and last night, in fifteen minutes, I talked to more people than all the people I've ever talked to.'"

"Do you run into people who'd rather not be on your show?" I asked.

"We occasionally encounter someone who regards it as an invasion of his privacy," Murrow said. "Then there are those who say they don't want to expose their children to so much publicity, and there are some who claim they have nothing to say. The Duke and Duchess of Windsor kept saying that, but we didn't give up for three years, and finally they said yes. This brings up the matter of the Duchess as a jacks player. In her autobiography she said she was the best jacks player in Baltimore. When I told her I didn't believe it, she said, 'I haven't played in twenty years, but if I had some jacks I'd prove it to you.'

"'I'll take care of that,' I said. I went to a five-and-ten-cent store, bought some jacks and a small rubber ball, and sent a messenger to her suite with them. Next day when I dropped in to see them for lunch, the duke said, 'Thanks to you, I didn't get much sleep last night. The duchess stayed up practicing jacks until three A.M. About one o'clock in the morning she lost that little ball, and I spent a long time under the furniture looking for it.'"

"Suppose you have to go out into the country," I asked. "Do rural lines carry enough juice to supply the power you need?"

"Sometimes we have to put up a pole or poles," Murrow said. "Frequently we have to put up a tower a hundred and forty feet high so our dish will be high enough to throw a beam at the transmitter. When we did Ezzard Charles and Rocky Marciano, we had to slice forty feet from the top of a small mountain with bulldozers. If we hadn't, the mountain would have cut off our transmission. It's necessary for us to get a line-of-sight from our point of origination to the nearest transmitter, whether that transmitter is on the Empire State Building or on a mountain near Hollywood.

"I talk glibly about these things," Murrow said, "but, although I started in radio in 1935, the only technical thing I know about electronics is that the long waves are actually short and the short waves are really long. My natural reaction is that it is impossible for TV to reach out as far as it does. I'm accustomed to being recognized in New York and Washington and Chicago, but when I stop for a hamburger in Washington State and a waitress recognizes me, my instinctive reaction is, 'How does she know who I am?'"

"Is there a limit as to how far you can go?" I asked.

"There is, budgetwise," Murrow told me. "Theoretically, given enough time and money, we can go anywhere on the North American continent, but practically it's a flexible budget. It's not unlimited.

"Every year when we go off the air at the end of a season," Murrow said, "we talk of a dream dinner we'd like to give. We'd like to invite every guest we've had all year long and seat them exactly the way they were seated in relation to each other on our show. We'd like to put Roy Campanella next to Leopold Stokowski and football coach Earl Blaik next to dress designer Valentina, and so on. Then we want to record their conversations on hidden tape-recording machines.

"I'd like to tell you about the unsung heroes of our show," Murrow went on. "I've tried this with every writer who's ever written a story about me, and every editor asks, 'Who cares about them?' and takes them out. The technical men on our program are fabulous. They've worked one-room houses and sixty-three-room houses. We've even had a shot of the kitchen of a Chinese junk which wasn't more than six feet big in any direction. Sometimes I see a camera shot that simply is impossible. We did one like that from a lighthouse. We took our viewers up that lighthouse with us until we finally reached the light. It was then that our technical boys pulled one that astounded me. The camera got to the very top; then it backed off so that I could see the light and the railing around it, and I shook my head because I knew they couldn't do what they were doing! 'That cameraman must be hanging from a balloon!' I said. I discovered later he had only two legs of his camera perched on a catwalk around the outside of the light. The camera was leaning against him and he was strapped to the railing, leaning out as far as he could, sixty feet above a pile of rocks.

"Joe E. Lewis came closest to leaving me speechless during a show," Murrow said. "We were going along fine, when, near the end, he suddenly said, 'I have something I want to say to you,' then out gushed a freshet of unintelligible words. 'Sounds like Norwegian,' I said. 'What is it?'

"'I don't know,' he said. 'I read it on a sardine can.'

"If we weren't scrupulously honest we'd record some of the conversations before and after we're on the air," Murrow said, "and we'd really have some beauts. Take our visit with the theatrical critic, John Mason Brown. On our shows everybody wears completely self-contained concealed batteries and a microphone—actually a tiny sending set. Men usually carry the battery in the hip pocket. During our co-ord about five minutes before air, our producer went up to him and said, 'Mr. Brown, I'd like to recharge your batteries.' John looked back at him and said, 'Young man, not even God can do that.'"

"Which reminds me of the time we did a Person to Person with Kathleen Winsor," Aaron said. "In her case we planned to stuff the battery pack down the front of her bosom. She naturally preferred to stow it away herself rather than have one of our technicians do it for her, but with no one to supervise her stowing, she placed the head of the microphone against her wishbone."

"Is that bad?" I asked.

"Is it bad?" Murrow asked. "During the eleven minutes the show lasted we could hear her heart beating, boom, boom, boom. Sometimes it went fast and sometimes slow, but afterward we had fifty to seventy-five letters from doctors who said, 'Tonight I listened to Miss Winsor's heartbeat. If you see her, tell her it is a perfectly healthy organ.'"

THE END

"Keep after his midsection—I think you're loosening his safety pin!"

THE SATURDAY EVENING POST

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Remembering Edward R. Murrow:

Fearless, brilliant, still the very model of a crusading newscaster, the late Ed Murrow would take a wry view of today's "happy talk" news shows.

by Edward Bliss, Jr.

Only 10 years have passed since Ed Murrow died. It seems longer than that. It seems an age since we heard his broadcasts defending individual liberty and his nightly analyses of foreign and domestic events. Ten years later, as one who set standards for his profession, he is in no way forgotten. Fred Friendly, his longtime collaborator, compares Murrow to the North Star, saying, "Today in broadcast journalism, it is still the Murrow bearing against which the profession measures itself and occasionally corrects its course." Recently, Edwin Diamond, the media critic, said that reading Murrow's broadcasts now is "a sad reminder of what broadcast journalism can be, and is not."

I first met Murrow in 1946, after he had left London, which he loved, to become a CBS vice-president in New York. He commanded the network's news operations, and I was one of several persons called into his presence to explain why a certain "feed" from overseas had failed. He looked very young and handsome in his Savile Row clothes, seated behind a large desk. He listened politely to the conflicting testimony of various technical and editorial types, but it struck me that he cared little about assessing blame. I suspect he was going through the motions expected of a vice-president. Murrow had no appetite for rehashing past mistakes. It was always the next broadcast he had his mind on;

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UPI
With CBS in London—Englishmen under the blitz were "worthy of their ancestors."

he assumed that everyone around him was doing his best.

In the whole history of journalism, perhaps no other reporter has become famous quite so fast. This was due not only to the quality of Ed Murrow's reporting but also to the medium itself. Radio, burgeoning in the news field, produced a mass audience that no newspaper or magazine could match. Radio was faster, more pervasive, more personal than print, so that Murrow was transformed in the public mind, as by magic, from being one of many reporters covering the Battle of Britain to *the* reporter covering that battle. His trademark, "This is London," became a notice to American listeners that what had happened in the bloody, sweaty, tearful struggle that day was about to be told.

Archibald MacLeish addressed himself to this phenomenon on December 2, 1941, at a New York dinner held in Murrow's honor. He told Murrow, who was in the audience, "You have accomplished one of the great miracles of the world. . . . You destroyed in the minds of many men and women in this country the superstition that what is done beyond 3,000 miles of water is not really done at all; the ignorant superstition that violence and lies and murder on another continent are not violence and lies and murder here; the cowardly and brutal superstition that the enslavement of mankind in a country where the sun rises at midnight by our clocks is not enslavement by the time we live by; the black and stifling superstition that what we cannot see and hear and touch can have no meaning for us."

When Murrow spoke at this same dinner, he said that America must decide—and soon—how far and how fast it would go in order for democracy to survive. He said, "Come as I do from the creeping blackout of liberty all over Europe, I am grateful that our decision will be taken in the full light of free and better-informed debate than exists anywhere else in the world, for such is our heritage. And may it always be our habit."

Free speech, free debate. It would be the recurring theme in his broadcasts for the next 19 years. He would say over and over, as in the case of the congressman who was denied a passport because of suspected leftist leanings, "It's surely a matter worth arguing about." Friendly tells how, when CBS resumed its regular programming after President Johnson's crucial Gulf of Tonkin speech, Murrow, fatally ill, telephoned the network, protesting that. Such a declaration by the President cried out for instant analysis—for discussion and debate.

Murrow believed in news. He did not doubt what he was trying to do or the public's need to know. But as Eric Sevareid said the day Murrow died, "Himself he doubted." He was forever asking himself, "Is this good enough?" That is what troubled him—not who would be upset by what he said, but whether it was right. And if it was right, was he communicating? Could the language be improved? How could the issues, so complicated, be made plain? He had standards—unexcelled today—that he was trying to meet.

I worked with Murrow in the production of his nightly broadcasts on CBS Radio and am the person who told him Joe McCarthy was dead. "Let me see what comes in," he said. He gave no sign of satisfaction in the death of this man who represented what, in this country, he detested most.

That night Murrow led with the McCarthy story—name, age, survivors, cause of death. No review of the senator's career, only the essential details, completely straightforward. Looking back, I can see that from Murrow's standpoint this approach was exactly right. In 1957 everyone knew the background; it was recent history. Murrow believed that if he had gone into that history, so filled with controversy, his words might have been misinterpreted. He might have appeared to some listeners to be dancing on McCarthy's grave.

His fears were well founded. Richard Rovere in his book, *Senator Joe McCarthy*, quotes Murrow as saying, "I think I have never been more objective in reporting anything. Yet in the morning I found myself upbraided by hundreds for callousness, gloating, and fraudulent compassion."

I HAVE NO IDEA of the exact date—it was early in 1959—but what happened, if you saw it, was unforgettable. Murrow, script in hand, had gone from his office to Studio 9. It was three or four minutes before the radio broadcast was to start. His face was unusually pale. He held the script with both hands, which rested on the table; still the script trembled. I watched apprehensively through the glass panel and saw him say something to George Bryan, his announcer.

Suddenly, Murrow got up and came into the corridor where I was standing. In a small cubicle across from the studio, Blair Clark was preparing his program, "The World Tonight." Murrow stood in the doorway. "Blair," he said, "can you read for me?"

It was an emergency. Only seconds remained before Murrow was due on the air. Clark took Murrow's script and went into the studio. Bryan read the amended introduction, "And now, substituting for Edward R. Murrow, here is Blair Clark." I looked to see how Murrow was. He was walking, a bowed figure, toward his office. Some green filing cabinets, holding old scripts, stood against the wall outside what was called "the Murrow area." There he stopped. I did not realize until then that he was crying. He folded his arms over the top of one of the cabinets and put his head down on them. He was sobbing like a child.

At that time, he had been broadcasting for 21 years. It was the first assignment that he had missed.

Murrow had not been well for some time. It was something all of us who

worked with him knew. He coughed too much—smoked too much—and it seemed that some of the joy in his work was gone. Part of this was due to his continuing battle with the corporate brass; much of it was that he was not well. One thing about Murrow was that the door to his office was always open. A time came when it was closed for a while every afternoon. His doctor had ordered him to lie down on his couch to rest in the middle of the afternoon. The closed door was an ominous sign.

I didn't know on January 20, 1961, that his broadcast that day was to be his last. A week before the Kennedy inauguration, he had asked me to put together a batch of background material. I have that material, double-spaced for easy reading, before me as I write. I see that among the odds and ends of information which Murrow had marked as potentially usable was a reference in an old issue of *Puck* to "that fine political pastry, the Presidential turnover." It was the kind of mischievous language Murrow found irresistible.

As was usual for the inauguration, the networks were assigned working space in the basement of the Capitol. Entering the CBS quarters, which were filled with typewriters and electronic gear, I saw Bob Skedgell, who had charge of news coverage for CBS Radio. He looked pleased. He told me, "Ed says he will do a piece for us from the radio booth. We've scheduled it for right after his television spot." Skedgell was pleased because Murrow had remained loyal to radio. Television was king, but on this Inauguration Day radio would not be shortchanged.

Murrow and I had a separate work area, a small, temporary room smelling strongly of sawed pine. There were three monitors—one for each network—and two typewriters on a makeshift desk. In mid-morning Murrow appeared, looking tired. I knew he had been suffering cruelly from insomnia. He put paper in his typewriter and began writing a commentary; it was to run two minutes and was based on the advance of Kennedy's address, which was distributed in the midst of the historic snowstorm that had struck Washington the night before.

He wrote slowly, thoughtfully. Once a word was down on paper, it was there to stay. He filled the page—18 lines, triple-spaced—and not a word was crossed out. His last line was: "He appeared to recognise thruout [sic] his

Is there really starvation in America?

There sure is.

And there would be more of it except for the NAACP Emergency Relief Fund.

There's Elma May Greer. Since her husband died, she's been trying to support eight children on $84 a month from welfare.

Join Ray Wood's family for dinner. When he can't pick up any day labor, his $25-a-month veteran's disability pension has to feed all 11 of them.

Try budgeting Berlean Fairley's $60 a month to cover lights, gas, food and shoes for four growing kids.

For these families, and thousands more in the rural South, there's only one alternative to literal, actual starvation: the Federal Food Stamp Program.

But how do you buy food stamps when you have no cash? How do you get to the selling office when you're blind, or crippled, or can't scrape up the carfare?

That's where the NAACP Emergency Relief Fund comes in.

Through volunteers working out of local NAACP branches, we provide the cash—and sometimes the carfare—that makes food stamps available to the Greers and Woods and Fairleys.

Sometimes it's as little as $1 to buy a penniless couple $64 worth of food stamps. Occasionally, it's as much as $20, which can give each member of a family of 16 about 65¢ worth of food each day. Mostly, we help families out with the $8 or $10 or $12 a month they need to get their full food-stamp allotment.

It really isn't much—but to the people who get it, it's the difference between life and death.

And when you're talking about more than 30,000 families helped, the cost mounts up.

That's why the NAACP Emergency Relief Fund needs your help so badly.

Every dollar you contribute is tax-deductible. And, on the average, every dollar we get converts into $11 worth of food.

But we can't do it without *your* dollars. So please send what you can. Thanks.

NAACP Emergency Relief Fund
Dept. B21 Box 121,
Radio City Station,
New York, N.Y. 10019

"This man who was against any interruption of news by even a single commercial might ask how it is today that network evening news is interrupted four times."

brief inaugural—only 1,200 words—that difficulty is the excuse history never accepts."

On the monitors we saw the oath-taking and watched Robert Frost wrestle with his poetry reading and John Kennedy give his inaugural address. After Kennedy had finished speaking, Murrow went back to the typewriter and wrote a new lead: "It was a speech full of confidence, without arrogance." He wrote it above his earlier lead so that no room was left at the top of the page. Then he took another sheet of paper and filled out the two-minute spot. "The oath," he wrote, "was of course the heart of the matter, the most solemn moment in our national drama. . . ." It was what he had felt, watching what took place.

I am not sure how much of this he used, finally, on nationwide television. I do know that when he came back from the TV studio to put on his overcoat, he looked so beaten that it was hard for me to remind him of the radio spot.

"Do I have to do it?" he asked.

"You said you would."

He did not want to go up to the radio booth. He did not want to do another broadcast. But he did. The radio booth was outdoors, raised on stilts so that it stood 20 feet above the ground, and it had a high window, facing the inauguration platform, allowing a clear view. The broadcaster reached this improvised studio by climbing a wooden ladder, straight up. It was like a ladder coming out of a swimming pool, except that it was two stories high. The sky was clear after the storm. The ceremonies had taken place in bright sunshine and subfreezing cold. Murrow climbed the ladder and broadcast the radio piece he had promised.

TODAY, 10 YEARS AFTER this faithful man's death, I think of the diligence with which he reported every threat to freedom, whether it was the inability of the American Civil Liberties Union to hire a hall in Indianapolis or a political smear on the record of an unimportant Navy lieutenant or Joe McCarthy or restrictions on freedom of the press. Murrow seemed to take every assault on freedom as an assault on himself. He reacted with anger. The anger and indignation were deep.

I thought I knew why. I believed it was because, as a matter of principle, he resented any infringement on freedom. But I did not really understand until his widow, Janet Murrow, said the reason was that Murrow, who had done obits on democratic governments in Europe, appreciated the mortality of democracy and was genuinely, and perpetually, fearful the same might happen here. That was why every symptom of tyranny alarmed him and forced him to speak.

Murrow was not intimidated by McCarthy and spoke so that millions could hear. What would he have said about the scandals of the Nixon administration? I like the way Fred Friendly once answered that question. "Ed," he said, "would have reacted with a sense of outrage—and a sense of history." I myself believe Murrow would have recognized in those scandals the symptoms of tyranny. Surely he would have been alarmed; surely he would have spoken. And I believe he would have said that it would be villainous for the press to play down the story. For he would see democracy endangered.

In a speech that he made after he became director of the United States Information Agency, Ed Murrow warned of the danger of taking freedom too much for granted. He said that if a confused public finally loses faith in America —in those who govern and those who inform—"then distrust, dissatisfaction, fear, and laziness can combine to turn them in desperation to that 'strong man' who can take them only to destruction."

At another time he said, "We were born free." He was filial toward this legacy of freedom. It was almost a kind of ancestor worship. He said of Englishmen under the blitz, "They were worthy of their ancestors." In his McCarthy broadcast he said, "We will not walk in fear, one of another. We will not be driven by fear into an age of unreason if we dig deep in our history and our doctrine and remember that we are not descended from fearful men."

Murrow would not be enthusiastic about the state of public-affairs programming today. He would admire many of the new generation of reporters and envy some of them. But for local station and network managers he would remain a hair shirt, pressing for coverage of more subjects in more depth in more prime time.

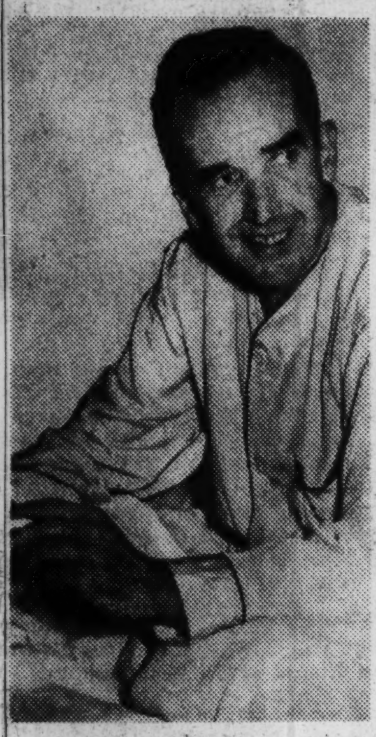
This man who was against any interruption of news by even a single commercial might ask how it is today that the network evening news is interrupted four times by commercials, while popular entertainment programs like "All in the Family" and "Sanford and Son" are interrupted only twice. He would decry the "happy talk" format in news and the threatening epidemic of news specializing in crime and sex. Addressing an annual meeting of the Radio-Television News Directors Association in Chicago, he said, "If radio news is to be regarded as a commodity, only acceptable when salable, then I don't care what you call it—I say it isn't news." That was Murrow speaking about radio news in 1958. He might well say the same about some television news in 1975. Salable is what "tabloid" and "happy talk" are all about.

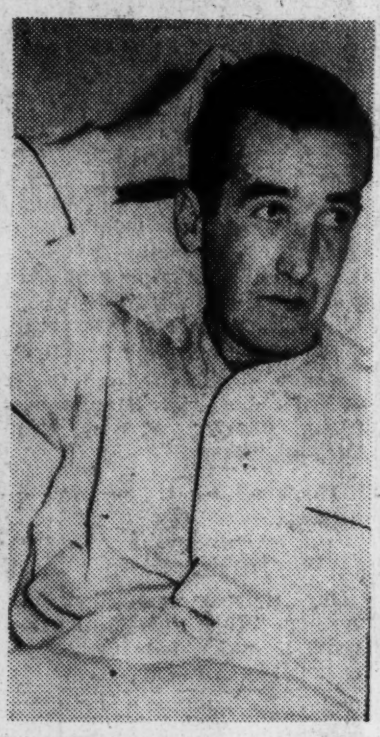
Being human, Murrow made mistakes. But as he promised in the first broadcast of the radio series that began in 1947 and ran for 12 years, he endeavored to be the first to correct them. Repeatedly, in later on-air reports, he corrected errors of fact that had been presented in newscasts. But perhaps his most publicized mistake—a monumental error of judgment—was made after he had left CBS. That was when, as director of the USIA, he tried unsuccessfully to keep the BBC from showing the CBS documentary "Harvest of Shame." It was highly ironic, because Murrow himself had helped produce this film dealing with the plight of America's migrant workers and because he had so dauntlessly championed freedom of information throughout his career. Later, he publicly acknowledged his bad judgment. It was what might be called Murrow's own "Bay of Pigs."

The day Murrow died Eric Sevareid said, "He was a shooting star. We shall live in his afterglow a very long time." Sevareid also said, "We shall not see his like again." In a sense that observation is true. There will be only one Ed Murrow. For there to be another would require an identical meeting of man and event. He was a "first"—the first reporter of renown in his medium. But who can say that another broadcast reporter of his fiber will not—cannot—appear? □

Seattle P.I. 12/31/52 Press Clippings

Murrow, TV Commentator, Sees Permanence Mark Of Korean War





"I Feel Like An Actor" *"No One Had An Answer"* *"War Looks Permanent"*

BACK FROM KOREA — Edward R. Murrow, noted television commentator, talks about what he saw in Korea, where he went to make a broadcast, from his bed at Renton Hospital. Murrow, on his way back to New York from the front lines, was felled by flu in Seattle.

—(Post-Intelligencer Photos.)

Flu Fells Newsman Here On Return From Far East

By Lucille Cohen

Feeling, he said, like a second rate actor about to open in a flop play, Edward R. Murrow was in bed in Renton Hospital Tuesday surrounded by telegrams, flowers, reporters and photographers.

The noted television commentator was en route to New York city from Korea when he was stricken with the flu. He continued his trip via Northwest Airlines Tuesday night.

WAR PERMANENT—

Murrow, 45, a Washington State College graduate, had this to say about the Korean war:

"My first impression was one of permanence. Everybody is dug in, wired in or mined in. Even the command posts look like they'd been there a long time.

"I don't see how the Army can get out of its holes and get moving without terrific casualties."

He didn't find anyone who knew the answer to Korea, Murrow said.

G.I.s in Korea "hoped that President-elect Eisenhower had found an answer during his personal visit to Korea but "they doubt it," Murrow said.

ARMY GOOD—

Murrow talked to liaison people for the truce talks and came away feeling that the negotiations held little likelihood of success.

Of the troops, he commented:

"I have never seen an army so well clothed or fed right up to the front lines. It's the most comfortable war I've ever seen."

Morale among the troops is good, he said.

"But," he continued, "there is no sense of mission, no sense of purpose. It's a 'rotation' war. They can see the end for themselves, but not of the war."

PRAISE ROKS—

He was impressed by the change of attitude among American troops towards the Roks between this visit and an earlier one.

"They tell you that they are short of equipment because the Army is giving everything to the Roks and that's O.K. with them," Murrow said. "I didn't hear anybody call the Roks 'gooks' once."

He had high praise for the ability of the South Korean soldiers.

Murrow's parents live in Bellingham and, he said, he would have liked to "stick around" here longer but he had to be in New York for week-end broadcasts.

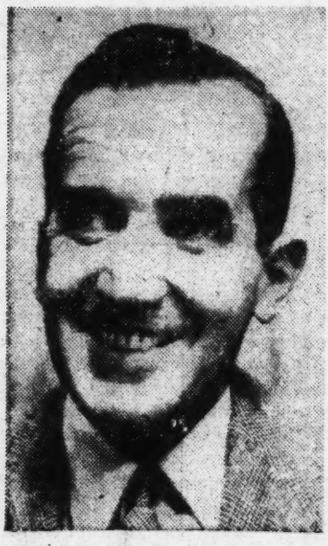
Thurs. 3/11/
Brooklyn Eagle

TV KEYNOTES

Murrow vs. McCarthy: Background Examined

By STEVEN H. SCHEUER

Last Tuesday evening on his CBS "See It Now" TV news program Edward R. Murrow devoted the entire half-hour to a report on the activities of Senator Joseph McCarthy during the past two years. During the broadcast, Murrow sharply criticized McCarthy and his tactics, and showed that several of the Senator's past statements were untrue. The public response to the telecast has been immediate and overwhelming, eliciting a larger number of phone calls, letters and telegrams than any program of this kind in years. By 1 a.m. Wednesday morning CBS in New York had received over 2,000 phone calls and CBS switchboards in other parts of the country were similarly flooded.



Edward R. Murrow
No hasty decision

To comprehend this situation in its proper perspective, Brooklyn Eagle readers must understand that such an analysis of McCarthy's career was not a hasty decision and has in fact been on the agenda of the "See It Now" producers, Murrow and Fred W. Friendly, for many months. Early in October, 1953, Murrow told this reporter, in an off-the-record discussion, that he and Friendly were already at work on a documentary report on McCarthy and that they would broadcast the assembled material at the first opportune moment.

Both parties felt that Tuesday night was the judicious moment for which they had been waiting. "Next week might have been too late," Friendly told me in a matter-of-fact tone of voice late yesterday afternoon.

This reporter personally saw batches of telegrams that kept arriving at CBS throughout the day; an informed guess would be that the response to date—less than 24 hours after the broadcast—runs about 15 to 1 in favor of Murrow and the editorial stand he took. Friendly said he was also most gratified by the response at CBS itself. By yesterday afternoon, "See It Now"—or "SIN," as it's fondly referred to around CBS—had received 26 letters, each of which was signed by upwards of half-a-dozen people generally echoing the comment, "I've never been so proud to work for CBS."

I also learned exclusively today that, contrary to reports published elsewhere, no pressure whatever was brought to bear upon Murrow or Friendly by the top echelon brass at CBS urging them to abandon the program altogether or to substantially modify their position. Specifically, CBS board chairman William Paley did not interfere in any way with the customary preparation for the program, while several other highly placed executives of the CBS network did not even learn of the intended subject matter until late Tuesday afternoon.

The sponsor of the program, the Aluminum Company of America, has always given Murrow and Friendly a completely free hand in the planning and execution of "See It Now," and this program was no exception to the general rule. TV KEY also learned exclusively that Murrow himself spent Wednesday in Washington, D. C., and that he has been enormously heartened by the virtually unanimous support his editorial position received from the press and politicians of both parties in the nation's capital.

The general feeling in New York and throughout the entire broadcasting industry—CBS, NBC and executives of major advertising agencies—is that Friendly, Murrow and ALCOA deserve to be commended for dealing, for the first time on a sponsored network program, with the admittedly "controversial" issue of McCarthy and for handling the subject matter in such a forthright and responsible fashion.

Press Clippings

TV KEY INCORPORATED, 28 EAST 56th STREET, NEW YORK 22, NEW YORK, PLAZA 5-1171

NEWSPAPER PREVIEW SERVICE

March 12,1954.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave
New York City.

Dear Mr. Murrow:

I thought you'd be particularly interested in seeing the enclosed, a copy of which I showed to Fred yesterday. I was the first one to set the record straight on my 'no doubt worthy colleague' O'Brian's statement regarding you and Paley's pressure ad nausea. (My daily preview material appears in-- you should pardon the expression- the New York Journal American).

If you have five minutes some time next week I'd like to talk to you briefly for a follow-up piece.

Ever cordially yours

Steve Scheuer

Steven H. Scheuer

For Murrow.

TOWN CRIER

By KENNETH NICHOLS

CURTAIN TIME: It seemed like a great idea to Lee Furman, director of the Akron Community Theater of the YWCA. He had picked out—in his mind—two members of the theater group to play the parts of young newlyweds in the Thornton Wilder play, "Our Town."

Nichols

The selectees were Dick Gebhardt, of the production staff, and Shirley Cook, of the office staff. They seemed to get along well together and Lee thought they would make an ideal couple.

Weeks passed while Lee busied himself with picking other players for various parts and nailing down production details and then he was ready to talk with Dick and Shirley. He offered them the parts mentioned.

"What night does the play open?" Dick wanted to know.

"November 17," Lee replied.

"We couldn't possibly take the parts," Dick replied.

"Why not?" asked Lee.

"Because," Dick said, "we're getting married that night."

Oddly enough, the couple in the play would have been married —for the first time—on the night of Nov. 17.

"I guess," offered Dick brightly, "it's just curtains for my career as a bachelor on that night."

★

NO ILL WIND: Walter L. Shoemaker probably thought he was finding the quiet life when he left the hurly-burly of the department store—he was Yeager's general superintendent—to live in Daytona Beach, Fla.

But just about a month ago, Walter bought an ice cream parlor and luncheonette across the street from the Sheratan Plaza, the largest hotel there.

Walter was hardly settled in the place than hurricane warnings were posted. "Silly," said the oldest inhabitants, "we never have hurricanes here."

When the winds came, they only averaged 86 miles an hour. The electric went out, and so did most of the windows in town.

The townspeople seemed stunned but not so Walter. He hadn't lived there long enough. He scurried around and bought candles, borrowed some kerosene lamps and put one of these in his window—which had held.

It gave Walter great satisfaction, he said, to walk from his humble lunchroom into the great Sheratan Plaza across the way and announce to the hungry guests:

"There's hot coffee and sandwiches across the street—also steaks and chops."

The ensuing rush of business, he adds, reminded him of sales days at Yeager's.

★

UP IN SMOKE: One would think that Allen T. Simmons, the WADC owner, would have been glad to have as a visitor, Mr. Edward R. Murrow, noted CBS news commentator. He was, too —at first.

In fact, Mr. Simmons offered Mr. Murrow the use of his private office from which to make his daily CBS newscast.

Now it happens that Mr. Simmons is allergic to cigaret smoke. It is verboten to smoke anywhere in the WADC studios.

But the first thing that Mr. Murrow did when he entered the office was to whip out a pack of fags. He's a chain smoker. Allen T. sputtered but said nothing.

Other WADC people, coming into the office, saw Mr. Murrow puffing away and, assuming everything to be okay, struck up a fag, too. Soon the office was blue with smoke.

Mr. Simmons did not wait to hear the noted commentator make his broadcast. He quietly picked up his hat and went home for the day.

A CBS Primer on Past 'Indiscretions'

Washington, Feb. 23.

CBS Inc. told the FCC that it has cleaned up all payola cases uncovered during the company's own investigations. Earlier this month, the network filed a report with the Commission disclosing that instances of payola—ranging from a network radio program to CBS o&o stations—were brought to a halt last year.

Network said that the payola information was gleaned from the replies to questionnaires sent out by CBS at the height of the D. C. outcry against broadcasting's venality. Questionnaires on payola were sent to network staffers and to anyone who has ever held a CBS contract, whether in performing or in production.

Report by CBS noted several cases of payola, some of which do not fit the general conception of the word. Taking no chances, the network showed severity and eliminated things like on-the-air plugs for merchandise such as Popeye toy kits, in which one of the CBS o&o stations had a legitimate license agreement with the manufacturer.

After the questionnaires were returned to web investigators, CBS told the FCC, it took rapid steps to insure the end of such practices, some of which allegedly were:

A writer for CBS Radio's "Yours Truly, Johnny Dollar" integrated into the scripts on "several occasions the names of commercial products in exchange for payments ranging from a $30 gift certificate to a case of liquor." He was told to cut it out or be fired. He cut it out, said the web.

Another case concerned a freelancer who wrote for "Richard Diamond," when it was on CBS-TV. Writer admitted in his questionnaire to "integrating" in Diamond" scripts the names of various "products and services," for which he received a case of liquor and a rheostatic light control unit. The writer, CBS added however, didn't think that the plugs ever got on the air.

CBS' report to the FCC also includes mention of plugs for American and Pan-American Airlines on its CBS-TV Garry Moore and Ed Sullivan shows. The web did not disclose how much they amounted to, but submitted that weekly payments were made by the lines for the plugs. This, too, has been eliminated, CBS said.

KMOX, St. Louis CBS station, in Sept., '59, made license agreement with a toy maker. "Captain Kangaroo," which is on CBS-TV, made a similar pact with another manufacturer. Web says it advised both the station and the program to discontinue the agreements with the manufacturer. In both cases the discontinuation of these pacts, viewed as perfectly legitimate elsewhere in the industry, occurred by by Dec. 31, 1959.

Pan-American Airlines, according to the material sent to the FCC, paid KNXT, another CBS o&o station (in L. A.), $4,000 over a certain period of time for a series of seven-second visual identifications during a local news program. Deal was begun last April and was discontinued last Dec. 31.

CBS also alleged that American Airlines paid the web $300 to incorporate a plug in one of the tv network's "Perry Mason" stanzas.

CBS obviously has tried to end the common biz practice of "trade deals." It disclosed that KNXT had a trade off with Remington-Rand in which the station promised to air a picture of a R-R typewriter on a news program in exchange for the use of several such machines in KNXT offices.

Var 2-24

Fred Friendly's
Issues'—Polari

Variety

Edwards & Murrow Teamup

Look for a lot of Ed Murrow exposure on CBS-TV, particularly on the cross-the-board Doug Edwards newscasts, in the weeks preceding the election. The plan for an Edwards-Murrow teamup, with the latter doing an interpretative election analysis, represents a far cry from the previous policy of holding the web's ace analysist-commentator in reserve for specials only (as with "See It Now" and the upcoming "CBS Reports.")

The amount of Murrow exposure hasn't been fully determined. It isn't likely to be daily. But that Murrow (as result of the whole CBS reassessment of staff, and policy in the wake of the conventions) will be making more contact with the U.S. populace on the day-to-day aspects of news and news interpretation is now to become an established fact.

ly's Tough Shows on Big
olaris to 'Rigged Elections'

By BOB CHANDLER

In what he believes is a critical year for electronic journalism, "CBS Reports" exec producer Fred W. Friendly is going for broke with a flock of provocative, timely and precendental specials with the first group of his 26 "Reports" this fall. They include:

"Polaris," opening show Sept. 29, 9:30-10:30 p.m. Two years in the making, with "Reports" crews given special security clearances to study and film the progress of the underwater missile from its early progress through its recent successes. "Polaris" is what Friendly calls a "lineal descendent" of last year's "Biography of a Missile." But it's more than that—it poses the major diplomatic and foreign policy issues raised by the fact that a successful program would obviate the need for foreign bases and likewise for some of the more embarrassing U. S. Alliances. Ed Murrow will narrate.

"Harvest of Shame," story of the mistreatment of migrant farm workers in the U. S., situation which Friendly terms shocking. A year in the works, with David Lowe (ex-NBC and "March of Medicine.") producing , "Harvest" is termed by Friendly "our first expose." Murrow and Bill Leonard report.

"The Labor Day Massacre of 1960," first real effort by television to do something about holiday traffic deaths. Five "CBS Reports" camera crews and commentators will be stationed at key state highway junctions in New York, Connecticut, Florida, California and in the midwest. All through the weekend, they'll shoot an aggregate of 100,000 feet of film of traffic mishaps and tragedy, interviewing the policemen and victims and witnesses on the spot. Capper will be a panel of police who'll tell why and how accidents are caused and how they can be averted. "If this works, maybe next year we can put live cameras on those spots and really do something," Friendly observes. Murrow, Leonard, Bill Downs and others will work this one.

"Is the Next Election Already Rigged?" This one's a study of the concentration of political power through the state legislatures, the House of Representatives, et al., in the hands of the country or rural population, despite the fact that it constitutes only 20% of the U. S. electorate. Though its origins lie in the American Revolution, it now, in the opinion of a score of governors who will appear, is the principal cause for the desperate condition of most American cities and for problems in passing beneficial, progressive legislation on the state and sometimes the federal level.

"Money and the President," analysis of the two key conflicting domestic philosophies of Nixon and Kennedy, the Democratic viewpoint that proper economic growth re-

(Continued on page 38)

Fred Friendly

Continued from page 27

quires additional governmental economic activity and spending, and the GOP viewpoint that this leads only to inflation without real growth. Includes a study of inflation and basic monetary principles.

A still untitled show on the conflict between the American Medical Assn. and the various health plans, including the current proposed aid-to-the-aged hassle. And another show with Walter Lippman, later in the year. These are the key entries in the first 10 "Reports" stanzas now in work. An additional five are on the boards for filming shortly.

Friendly's view on the crucial nature of the "Reports" show lies in the fact that they're the first to occupy prime time (all between 7:30 and 9:30), the first in which there's been big budgetary allocations, enough manpower and most important, enough time. "Most of these have been in work for a year or two. Some of the trouble with television news is that it's been a case of 'can you give me a show on the Congo in three weeks?' These will be more like a book—if a publisher can have six months to prepare, why can't we? And we're flexible enough to be current up to the last minute."

With all the advantages and opportunities "Reports" has going for it, "if we don't reach more people than a western with 'Polaris,' then either the American public just doesn't care about what goes on in the world — and I refuse to believe that—or we just haven't done good shows," Friendly says. But whether "Reports" makes it in terms of audience or not, it won't necessarily be trying for the high ratings with the "easy" kind of show or the type of subject that automatically makes "good television."

"We're doing some difficult shows, some subjects that don't make for good television," he points out. "Money and the President" or "Is the Next Election Rigged?" are damned hard shows to do. But we think television jouralism has to tackle the tough ones if it's to make anything of itself and command respect. We've got to do the tough shows if we feel they are important and if we really care about these issues. That's our job."

Vol. 219 No. 13 NEW YORK, WEDNESDAY, AUGUST 24, 1960

RICHEST 'TV GHETTO' IN WO

CBS' $25,000,000 PRIME-TIME TALK

By GEORGE ROSEN

The purely entertainment aspects of the upcoming television season being what they are (nobody's shouting with glee over it), it's a fairly safe conjecture that what will happen in the area of news and public affairs should create the major excitement in '60-'61. That the tv networks themselves are anticipating such an outcome is reflected in the unusual preparations that have been long since underway.

The day of the Sunday afternoon "intellectual ghetto," with its half-hearted (and sustaining) pretenses toward catering to the cultural needs of the tv community, is a thing of the past. (Sunday afternoon now belongs to the "athletic supporters"—baseball, pro football, hockey, you name it.) Public affairs-news-informational shows have now moved into the bigtime, for the most part bankrolled to the hilt, and are as indelibly a part of the prime nighttime picture as Bob Hope or "The Untouchables." In the case of CBS alone, it totes up to a $25,000,000 production tab. The new heros are the Fred Friendlys, the Irving Gitlins, the Reuven Franks, the Bud Benjamins, the Brinkley & Huntleys, the Ed Murrows, the John Dalys, the Howard K. Smiths, and the Walter Cronkites.

A post-convention reassessment finds the tv webs champing at the bit, with a full-fledged dedication to "doing the right things in the right places," and the intra-mural rivalry keener than ever. There'll be much more exposure for both

(Continued on page 41)

64 PAGES

WORLD

Wednesday, August 24, 1960

Richest TV Ghetto

Continued from page 1

Chet Huntley and Dave Brinkley in the wake of their NBC Nielsen sweep of the conventions. The decision of CBS to give Ed Murrow (see separate box) a greater identification with the day-to-day aspects of the news coverage and analysis (over and above his contributions to the "CBS Reports" specials) is indicative of the new "news & public affairs can be exciting" trend.

At NBC it would seem there's no stopping the Bob Kintner momentum as the shining knight of the Chi-L.A. triumphs, with the news operation never more alerted to inching their way into new coups—a momentum which is obviously spilling over into every facet of "national purpose" programming (as evidenced by the two-fold contribs on day-&-dating the "Echo" telecast and the recent Saturday night politco campaign updating). Kintner and news chieftain Bill McAndrew, having enjoyed the sweet smell of success, are bent on an upgraded, rather than diminished status. The NBC morale factor alone portends new excitements.

But a look at the CBS calendar of events suggests that NBC's got a mighty tough battle on its hands. Perhaps lost in the attendant "who-did-what-to-whom" convention byplay and hoopla is the fact that, minute for minute, talent for talent, and sponsor for sponsor, CBS is moving into peak performance with the "richest ghetto in the world."

Take, for example, the twice-a-month "CBS Reports," each budgeted at $100,000, over a 26-week span, with Murrow doing half of them (in itself one of the most meritorious projects ever undertaken by a network); or the firm 52-week Firestone commitment on the Friday night 10:30 "Eyewitness" series (carrying a $35,000 per segment budget); or the series of Westinghouse-sponsored "Presidential Countdown" between-Labor Day-and-Election Day Monday night 10:30 shows; or the brace of "Tomorrow" shows on technology being produced in collaboration with MIT and which American Machine & Foundry is underwriting; or William Holden's "Hong Kong" (left behind by Irving Gitlin in his shiftover to NBC); or the Gitlin-inspired "Hatemonger" hour show on anti-Semitism; or yet again the $200,000-budgeted "The Right Man" song-and-dance treatment on the Kennedy-vs.-Nixon campaign and election, scheduled for Oct. 24, with Garry Moore as the "juvenile lead."

Or the unprecedented "educational spectacular" which will find General Electric preempting its own Sunday period for the hour GE special. Or Bud Benjamin's own eyewitness-to-history contemporaneous format (on 18 out of 26 installments) on the Prudential-sponsored "Twentieth Century." Not to mention, of course, the weekly 10:30 p.m. exposure for "Face the Nation." All told a $25,000,000 chin-up chinfest, worth bragging about.

And not to be overlooked in the competitive three-web projection are the ABC-TV contribs, highlighted by the Bell & Howell-sponsored series out of the John Daly pubaffairs camp and the ambitious series based on the Churchill memoirs.

VIDEO JOURNALISM

Treatment of Radulovich Case History by 'See It Now' Is Fine Reporting

By JACK GOULD

EDWARD R. MURROW'S presentation of the case of Lieut. Milo Radulovich, who is threatened with dismissal from the Air Force because of anonymous charges of pro-Communist sympathies against his father and sister, was not just a superb and fighting documentary (10:30 P. M. Tuesday over C. B. S.). It was a long step forward in television journalism.

The program marked perhaps the first time that a major network, the Columbia Broadcasting System, and one of the country's most important industrial sponsors, the Aluminum Company of America, consented to a program taking a vigorous editorial stand in a matter of national importance and controversy.

The measure of Mr. Murrow's achievement, which occupied the full half-hour last week of his regular program, "See It Now," can only be judged against the background of broadcasting's usual approach to what it likes to call "public service."

Enlightened Crusading

Nine out of ten documentaries on the air work themselves into a great fury of indignation over matters about which there scarcely can be any argument. Juvenile delinquency is deplored and so is traffic in narcotics, poor schooling, failures to vote, etc.

Similarly, radio and TV are inclined to add the weight of their influence to the resolution of an issue after the matter already has been more or less settled. A community which overthrew rule by gangsters and politicians is wildly applauded, but when the town really needed help—in the midst of the battle—broadcasting all too often had been found timid and wanting.

It was this illusory and often deceptive approach to public service that Mr. Murrow and Fred W. Friendly, co-editor of "See It Now," unhesitatingly threw over. Instead, they embarked on a bold bit of enlightened crusading and offered their help at a time when it would count the most.

Complete Coverage

Both in word and picture the story of Lieutenant Radulovich was told factually, tersely and completely. Before the TV camera the officer explained how an Air Force trial board invoked the distasteful principle of "guilt by relationship." Though his own loyalty was not in question, he was deemed a "security risk" because of his sister's political activities and his father's subscription to a pro-Tito Serbian newspaper.

But the truly disquieting aspect of the case, which Mr. Murrow altogether properly emphasized, was the denial of even a semblance of a true trial. The evidence, including the identity of the accusers, was not revealed even to Lieutenant Radulovich and his counsel. They were expected to disprove the charges without being informed of their substance.

Mr. Murrow left no stone unturned to provide complete coverage. The viewer saw and heard not only the lieutenant, but his wife, his sister, his father and an attorney. There were "man-in-the-street" interviews with an anti-Communist union official who was convinced the father had no pro-Red views, with a former American Legion official who disapproved of the Air Force trial methods, and with a woman who got up petitions in the lieutenant's home town of Dexter, Mich.

Especially vivid was the concluding sequence with Lieutenant Radulovich as he insisted that he could not break his blood ties with his father and sister, that he did not see how he could be responsible for the views of other adults, that he wondered whether his own youngsters in later years would be adjudged "guilty by relationship." Would they bear the stigma of a father deemed a "security risk"? For these reasons, he explained, he would exhaust all avenues of appeal against the decision.

Restrained Anger

Mr. Murrow patiently explained that "See It Now" had been unable to obtain the Air Force's version of events, any more than newspapers had, but stressed that "See It Now" was ready to give full broadcast time if the Air Force later should choose to clarify matters.

Then, in measured words and with masterfully restrained anger, Mr. Murrow put the decision to his audience. What was to be the relation between the state and the individual in a day when we want to protect the security of the country but also the freedom of the individual? He admitted to no pat solutions but suggested that there was something all citizens could do. "Argue about it endlessly," he said.

The editorial position of "See It Now," in short, was against the curtain of silence which so often has descended on difficult security questions.

For this inspired documentary, which saw the Aluminum Company forego its middle commercial, Mr. Murrow was at his journalistic best and with reason. He was dealing with a story that was alive and he reflected that intangible sense of excitement and urgency which comes with being on top of the news. "See It Now" demonstrated that there [illegible] stitute for truly or[illegible] that is [illegible] mature. [illegible] the pro[illegible]

MUTILATED PAGE (s)

199 Lewis Street,
Lynn, Massachusetts 02109

September 5 1974

Mrs Eleanor G. Horan,
Curator, Murrow Collection
The Edward R. Murrow Center
Tufts University
Medford, Massachusetts

Dear Mrs Horan:

Your expression of pleasure toward the approaching gift of press clippings about the late Edward R. Murrow for inclusion in the Center kindles the heart in appreciation because what I had put away a long time ago is now becoming ~~aprat~~ apart of the Collection.

I trust you are not expecting a voluminous gathering of clippings. The file only fills a folder. But, nonetheless, I am sure they are unique and by no means could be duplicated.

The following listed mentions of Mr Murrow are in my research scrap books. All will be in time Xeroxed and forwarded to you ~~in~~ under separate cover.

1. Pages 1390-1391 "Prime Time"- book review from N.Y. Times, September 28, 1969

2. "E.R. Murrow: ONE OF THE GREAT ONES" Boston Herald, September 26, 1969

3. "See It Now"- Newsweek, Oct 6, 1969

4. "Edward R Murrow, Broadcaster and Ex U.S.I.A. Chief, Dead" (Obituary) New York Times, April 25, 1965

Unless otherwise requested, I don't feel it is neccessary to intrude on your time, thus I am sending the clippings via registered mail.

Once again, I deem this occasion to be an honor in providing you with valuable information about Mr Murrow. And I am furthermore confident that it all will be put to excellent use by you and interested others.

Warmly
Bill Pratt

Arthur D. Morse, Author and Journalist, Killed

Book Accused Roosevelt for Inaction on Jews

BELGRADE, Yugoslavia, June 2 (Reuters)—Arthur D. Morse, executive director of the International Broadcast Institute, was killed last night when the car in which he and three other persons were riding plunged into Lake Bled in northwest Yugoslavia. Mr. Morse was 50 years old.

Tanjug news agency reported today that the other persons in the car, who were not identified, managed to swim ashore. The car was pulled out of the lake this morning.

Mr. Morse had come to the lakeside resort to attend an international symposium on "The New Frontiers of Television."

Worked With Murrow

By FARNSWORTH FOWLE

Arthur David Morse's career was in five distinct chapters: a World War II PT-boat skipper, a freelance writer on education; a writer and producer of television documentaries during one of the most creative periods of that craft; author of an indictment of the Roosevelt Administration for, in effect, contributory negligence in the holocaust of European Jews; and finally, first head of the International Broadcast Institute, which is designed to raise the worldwide level of the electronic media.

Mr. Morse was born in Brooklyn, a son of Dr. Frank Moskowitz, an obstetrician, and the former Henrietta Mensher. He received a B.A. degree from the University of Virginia in 1941 and joined the Navy. He rose to the rank of lieutenant (jg.), serving in the Pacific theater and commanding PT-582 in Aleutian waters.

At C.B.S., as a reporter-director for the Edward R. Murrow "See It Now" programs, Mr. Morse's educational experience served him in good stead.

One of his first prize-winning programs was "Clinton and the Law," about integration troubles in the Tennessee city. It received a Robert E. Sherwood award from the Fund for the Republic. Later came "The Lost Class of 1959," which won a George Foster Peabody award.

In 1960 Mr. Morse became a producer-writer for C.B.S. Reports, where he produced such documentaries as "Who Speaks for the South?", "The Other Face of Dixie" and "The Catholics and the Schools." In 1964 he was appointed executive producer of the series, but soon

Ann Zane Shanks

Arthur D. Morse

ran into trouble in completing "Cigarettes: A Collision of Interests."

The reference was to the colsion of health hazards and the economic security of the tobacco industry, then a major television advertiser. But Mr. Morse sensed a lack of support from his superiors and that December, when he read that the program was being shifted to a less desirable hour, he made an issue of it and resigned.

From his first postwar position as public relations director for Parents' Institute, Mr. Morse started a successful career as a freelance writer on education for national magazines. Even after joining the Columbia Broadcasting System in 1954, he was commissioned by the State Education Deparement to prepare a book on the most promising new approaches in public schools all over the country.

It was published by Doubleday in 1960 under the title, "Schools of Tomorrow — Today." Mr. Morse found many signs that American education was being lifted out of its rut, while observing that to speed the process a recognition of the deficiencies by more parents, teachers, administrators and school boards was needed.

Indicted Roosevelt

Mr. Morse then turned to a writing project that had long haunted him: a study of wartime efforts to save Jews caught in Hitler's Europe. After research in London, Geneva, Stockholm and in United States Government archives, his book was published in 1967 under the title "While Six Million Died: A Chronicle of American Apathy."

A major source was a memorandum sent to President Roosevelt on Jan. 16, 1944 by Henry Morgenthau Jr., Secretary of the Treasury, criticizing the State Department for having delayed for five months a proposal to negotiate the release of thousands of Jews in France and Rumania.

Won Prizes for 'See It Now' C.B.S. Documentaries

As early as August, 1942, according to Mr. Morse's research, a Geneva representative of the World Jewish Congress had reported through the United States consulate of reliable information from a German source that, months before, Hitler had ordered the extermination of all Jews in Europe.

The State Department in Washington did not transmit this message to American Jewish leaders, regarding it as "fantastic" and adding that even if such action were undertaken it would be impossible for the United States to assist the victims.

In reviewing the book for The New York Times Sunday Book Review, E. W. Kenworthy wrote:

"It is a serious question whether the United States could have saved large numbers of Jews from Hitler's ovens and firing squads, and Mr. Morse does not make due allowance for all the practical difficulties. But the burden of his indictment of the President and the State Department is that almost no effort was made until 1944, and that most proposals were met with indifference or, even worse, active opposition."

Directed Nonprofit Group

While shuttling between his home in Italy and his home in Scarsdale, N.Y., during the writing of the book, Mr. Morse had become interested in plans for an international nonprofit body for radio and television corresponding to the International Press Institute.

The formation of the International Broadcast Institute was announced in September, 1967, and Mr. Morse became interim director.

In 1968, the institute made Rome its headquarters. Mr. Morse said the immediate goal was to conduct international symposiums on communications technology, commission independent studies and particularly look to ways helping developing countries participate inexpensively in the communications world.

Mr. Morse is survived by his widow, the former Joan Berend, a sculptor; a daughter, Ann; a son, Jonathan; a brother, United States attorney for the Eastern District of New York, and his parents.

Tony Esparza—CBS

Uggams: This year's Julia?

Julia." Just then, Marc Copage, the little black boy on NBC's "Julia" program, runs out on stage shouting, "Mama, mama!" That gag illustrates the producers' uncertain racial stand. One comedy segment whitewashes life in the ghetto and seems like Amos and Andy revisited—full of grinning, dancing black folks, including a lazy, shiftless brother-in-law and a brown-skinned matriarch. But some jokes are contemporary and genuinely funny. Whether it is ultimately insulting to Negroes is best left up to black people, since most white viewers will enjoy Miss Uggams's singing immensely.

Disaster: For the rest, ABC's new programs are a total disaster. The network's two back-to-back, 45-minute Monday night "youth shows"—"Music Scene" and "The New People"—will probably lead to more building seizures on campus.

CBS's losers include "Medical Center," a glimpse of soap opera and sickness on a university campus; "The Governor and J.J.," an idiotic situation comedy about a politician's problems with his image and his daughter, and, no small accomplishment this year, the season's worst program, "The Jim Nabors Show," a mix of hillbilly comedy and off-key singing.

However, there is some hope for good entertainment on TV this year: the networks usually cram their early-season, prime-time schedule with expensive specials designed to help them in the ratings battle and some of these—notably last week's Woody Allen and Bob Hope extravaganzas and a few others on the drawing boards—rise above the level of the inane and mediocre. Also, the Corporation for Public Broadcasting, the nation's 166-station public-television network, offers at least one intelligent prime-time show, the 26-part British series, "The Forsyte Saga," a sophisticated adaptation of J.W. Galsworthy's novels.

—JOHN GARABEDIAN

See It Now

"Nobody's brow furrows," one writer once put it, "like Edward R. Murrow's." In this age of journalistic blandness, few foreheads in broadcasting seem to wrinkle at anything any more, except perhaps at low Nielsen ratings or the rebukes of Senator Pastore. Certainly no TV newsman these days pursues a story with the tireless conviction and moral persuasiveness of Murrow—attacking the wanton Nazi bombing of London, the demagoguery of Joseph McCarthy and, for that matter, the cupidity of his own network.

CBS foreign correspondent Alexander Kendrick, a disciple and colleague of Murrow for twenty years, recounts those years in a new biography published last week, "Prime Time: The Life of Edward R. Murrow" *(515 pages. Little Brown. $8.95)*. Dutifully and lovingly, Kendrick sets down every detail of Murrow's life. Murrow was born in 1908 in Polecat Creek, N.C., the youngest of three sons of Scotch-Irish farm stock. He was christened Egbert Roscoe, which probably would have limited his broadcasting career had he not, working as a teen-ager in the lumber camps of the Pacific Northwest, discreetly changed his name to Edward. At Washington State University Murrow was a star debater and became such a power in student government that after graduation he set out for New York and established himself as an expert on international student affairs. The fledgling CBS network hired him in 1935 not as a broadcaster at first but for an "off-mike" job as director of educational affairs. But after an office party, Murrow took the mike from young Robert Trout, good-naturedly announced that his colleague was tipsy (which was not true), and read Trout's news broadcast himself.

Fluff: By the early '40s, Murrow's rich, authoritative voice had become, next to FDR's, perhaps the most famous in the country. During the Battle of Britain, millions of Americans bent over their radio sets every night to hear through the whine and crackle of short-wave transmission, Murrow's unmistakable voice print: "This . . . is London" (that famous pause had been suggested by Ida Lou Anderson, his college speech teacher and mentor). "It isn't a pleasant kind of war; the men doing it speak of it as a job," Murrow said, describing RAF pilots preparing for a night raid.

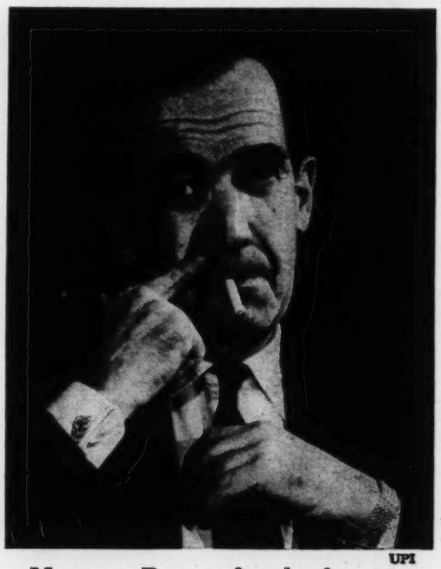
With the rise of television after the war, Murrow continued his nightly radio shows and was the host for two TV programs, the highly valued "See It Now" and "Person to Person," a bit of fluff that took the camera into the homes of such personalities as the John F. Kennedys, the Duke and Duchess of Windsor and Marilyn Monroe. But "See It Now," produced with Fred W. Friendly, made the real mark. On March 9, 1954, Murrow did what everyone else, including President Eisenhower himself, seemed loath to do: he exposed—and ' egan the downhill slide of—Joe McCarthy in a half-hour show composed mostly of news clips of McCarthy in action.

Where Murrow felt he suffered his biggest defeat was in his failure to convince CBS—and television in general—to commit itself to public service above all, rather than to entertainment and profits. Under CBS president James Aubrey, solidly installed with such profitable frippery as "The Beverly Hillbillies," news shows such as "CBS Reports" were relegated to time slots sure to foster their demise. At the same time, with the growth of the CBS corporate structure, Murrow found it increasingly difficult to approach CBS board chairman William Paley as directly as he once had. When President Kennedy offered Murrow the post of USIA chief in 1961, he gave the newsman a convenient way out of an embarrassing split-up with his network.

Conscience: Kendrick's book is disappointing. All the details of a life seem to be there, but Murrow the man is missing. What about the gloomy Murrow who suffered from insomnia and seemed bent on smoking himself to death (a three-pack-a-day man, he died of lung cancer at the age of 57)? What about Murrow's irascible pride? CBS president Frank Stanton, apparently in a confessional mood after the quiz-rigging scandals of 1959, said that television was riddled with deceit and even Murrow's "Person to Person" was misleading because, although the questions seemed spontaneous, the guests had received them beforehand. "My conscience is clear," Murrow retorted. "His apparently is not."

There was, in fact, a whole side of Murrow that doesn't come through: the Murrow who shed tears the night of Richard Nixon's attack on Presidential candidate Adlai Stevenson, and the Murrow who wrote a $7,000 check when John Henry Faulk told him of his troubles with the red hunters. This was Murrow. As Kendrick concludes: "Ed Murrow was dead. 'The Beverly Hillbillies' lived on."

—LEE SMITH



UPI

Murrow: Reason for the furrows

PROFILES

THE WORLD ON HIS BACK

Edward R. Murrow

TO the top men of the Columbia Broadcasting System, it is a matter of concern that their news broadcaster Edward R. Murrow, whose baritone voice over the C.B.S. radio and austere presence on C.B.S.-TV have made him both a semi-public figure and a valued private property, has appeared, over the years, to be less attracted to eminence than to trouble. To be sure, Murrow, a lean, dark, handsome, and deceptively easy-mannered man of forty-five, who bears his own eminence without visible effort, is on cordial-to-intimate terms with most of the important people in the United States and Great Britain and gives no evidence of being indifferent to their esteem. But it has been noticed that his satisfaction in his work as an informer of public opinion increases with his proximity to gunfire, to some real or fancied calamity, or to the brink of complete physical exhaustion. During the Second World War, his habit of excusing himself from his post in London to go off on bombing missions brought frequent ineffectual protests from William S. Paley, chairman of the board of the Columbia Broadcasting System and the only man there who has ever tried to boss Murrow; declining to be bossed, Murrow made a couple of dozen combat flights, of which Paley said later, "They didn't do us much good from my point of view, but there was no way to make him stop, short of firing him." Since that war, Murrow has had fewer opportunities to expose himself to hostile marksmen. He did manage to get in two trips to Korea while the shooting was going on there, but for the most part he has had to content himself with the pursuit of floods, droughts, and tornadoes and with such personal discomforts as going too long without sleep and flying too much in airplanes, the first of which causes him to sweat profusely and the second to have trouble with his ears.

Murrow's predilection for fatigue is puzzling to his associates. "Ed is just as rational when he's all worn out as when he's rested—no more, no less," Paley says. "I don't see why he runs himself so ragged. Unless it's that he *thinks* he thinks better when he's got sweat pouring from his forehead." Another colleague of Murrow's has said, "In some way that I don't pretend to understand, Ed's all wound up and can't slow down. I think that, like a lot of other people, he hit his high spot emotionally during the war—specifically, in his case, during the Battle of Britain, when he was living in the midst of disaster, and that sepulchral 'This is London' of his was the voice of England telling America about it. I wouldn't be surprised if he's been trying to recapture some of that—the danger, the exhaustion. In a way, I think it's like the air of toughness he assumes—the sort of thing that makes him sprinkle his conversation with 'ain't's and double negatives."

When not scrutinizing the distressful or participating in it, Murrow seems to brood upon it. Large dinner parties have been riled by his between-courses predictions of national or international misfortune at the hands of dictators, demagogues, or plain politicians. Conversely, after-dinner talk sometimes dies when it is seen that Murrow is no longer taking part, or even listening, but is leaning far forward in his chair and staring at the rug, his elbows on his knees and his fists slowly beating each other, an unattended cigarette in his mouth glowing and subsiding with his breathing, and the smoke from his nostrils enveloping his face in a dense infernal cloud. The cigarette may burn to his lips before he plucks it out, crushes it in an ashtray, and picks up the conversation where it was dropped several minutes earlier. This portentous condition of mind persists to some extent when Murrow is at the microphone. On the air, his manner of speaking often conveys the impression that he knows the worst but will try not to mention it, and so powerful is this impression that it has become a cliché around C.B.S. and elsewhere to describe his voice as the voice of doom.

The voice and whatever compulsions lie behind it have combined to give Murrow certain advantages over rival criers of information over the airwaves. He has been careful to present himself as something between the breathless messenger and the sagacious pundit, and so has been able to satisfy the customers of both without agitating the critics of either. As a self-driven leg man, he finds it necessary to cover as much current history as possible; a couple of years ago, he was given a month's vacation and spent it with the troops in Korea, although he admitted to friends that he could think of no very good reason for doing so. Lately, the demands of "Edward R. Murrow with the News," a fifteen-minute radio program he has been presenting five evenings a week for more than six years, have been combined with those of "See It Now" and "Person to Person," two half-hour, once-a-week television shows over which he presides, and the work that this triple-barrelled job entails has partially interrupted his wanderings, with the result that he has to spend a good deal of his time on the air describing events in which he has not been able to take part.

Murrow talks for twelve minutes on his "This Is the News" program, as his radio broadcast is often called—those four words being the ones with which he greets his listeners each evening, Monday through Friday, at seven-forty-five. The three other minutes are given over to the extolling, by an announcer, of the sponsor's product, which, in this part of the country, is Amoco gasoline. Murrow devotes his first six minutes, give or take a few seconds, to a relatively routine presentation of the news that has come into the studio from the press wire services during the day. In the second six, he delivers what he calls his "end-piece," which may be a first-hand report of some event he has contrived to witness, a synopsis of an involved political situation, or a sermon dealing with anything he feels like getting off his chest. Even when he is talking about what he has just seen, he avoids the excited accents of the "Here am I" school of broadcasting; indeed, he sounds more as though he were gazing straight through his subject at its inevitably dire consequences. And his firm control of his baritone is no less an asset when he ex-

plores the field of opinion than when he is fresh from the field of action. In introducing the first "This Is the News" broadcast, in September, 1947, he said, "This program is not a place where personal opinion should be mixed up with ascertainable facts." Then he added a qualification: "It is not, I think, humanly possible for any reporter to be completely objective, for we are all to some degree prisoners of our education, travel, reading—the sum total of our experience." Murrow is the prisoner of some strenuous opinions, but his admirers and detractors agree that it is difficult to catch him mixing them up with the facts. One of the former has said, "To hear his broadcasts in the last campaign, you wouldn't have known which side he was on," and one of the latter, "He pontificates, but in such a way as to hide the condescension that goes with pontificating. He's much too clever to let you see what he's up to." Analytical listeners find that Murrow makes his points by tonal understatement, just as he indicates quotation marks by pausing slightly, as if for breath. Among the public men who have commended Murrow for his fairness is Senator Joseph McCarthy.

The care Murrow has taken not to mix opinions with facts has been the subject of widely varying interpretations, even among people whose political outlook is pretty much like his own. "Ed never pushes his liberalism beyond a carefully calculated safety point," one of these people has said. But another says, "He always stands up to be counted when the issue's big enough. And he never misses a chance to stand up for the *principle* of dissent. But he's too much of a fanatic about being a reporter to throw in a lot of opinions when he thinks the facts will make the point by themselves."

MURROW is on the board of directors of C.B.S., a circumstance that has been particularly helpful to Murrow the co-producer, narrator, and occasional interviewer of "See It Now," which is the older of his two television programs, and to Fred W. Friendly, a hulking admirer of his, who is co-producer of the show. "See It Now" grew out of the collaboration of Murrow and Friendly on a set of record albums called "I Can Hear It Now;" instead of documenting history with sounds from the past, as the records did, "See It Now" seeks to present, recorded on film, significant sights and sounds of the present. Among recent "See It Now" programs that have won considerable critical acclaim have been an interview a Murrow representative had with Nehru, a presentation of both sides of an argument between the American Civil Liberties Union and the American Legion in Indianapolis, and a series of interviews conducted by a British journalist named Aidan Crawley with various Americans. The most talked-about "See It Now" dealt with Lieutenant Milo Radulovich, whom the Air Force was about to dismiss because two relatives of his were suspected of having Communist associations; it changed its mind after Murrow reviewed his case on television. To put together programs like these, "See It Now" employs five full-time camera crews, who travel all over the world. Murrow takes a good deal of pride in the fact that the show occasionally loses money. The Aluminum Company of America, its sponsor, pays twenty-three thousand dollars a week

"Now, for heaven's sake, don't stop for a drink at the sideboard, and give yourself away."

"Son, this car has features you've never even heard of."

• •

toward its expenses (and another thirty-four thousand dollars for the time), but a show sometimes costs more than twenty-three thousand to produce, and when it does Columbia makes up the difference. "From a financial point of view, the show's a great mystery, and I'm the only one sitting on the board who knows where the bodies are," Murrow says. Friendly isn't sure that even Murrow knows. "Ed couldn't tell you how much the show is going to cost for any given week," he says. "Not knowing is a point in our favor. For instance, he tells the other directors he wants to send a camera crew to Korea, and maybe he knows it will take five or ten thousand to pay the crew, but none of them—Ed included—stops to realize that the airplane bill is going to add on twenty thousand. So we go ahead, and the bill comes in later. By that time, the show has been a hit, and it's hard to squawk about a hit, even if it loses money. And even if they should squawk, Ed can remind them that they O.K.'d the idea in the first place." Murrow recently summed up his feelings on the subject by saying, "The theory of this business is that somebody wants to spend so many thousand dollars on a show, and if it costs twice as much as that to put on a good show, he gets a second-rate show. When we started 'See It Now,' I said I wasn't having any of that. If I wanted more than one camera crew, I'd damn well get more than one camera crew. They come to me now, the vice-presidents, and say, 'Look, there's so much going out of this spout and only so much coming in.' And I say, 'If that's the way you want to do it, you'd better get yourselves another boy.' "

What with his radio and television work, his royalties from the sale of records, and his director's fees, Murrow last year earned $211,126.20, which is more than anyone else with C.B.S. got for being serious in that same period. The largest part of Murrow's income came from his radio program, for which he receives thirty-five hundred dollars a week; to compensate, in part, for the liberties he took with the "See It Now" budget, he received only a modest fee, by the standards of the trade, for his labors on television. Murrow's father, a former locomotive engineer, is supposed to have once confessed to a friend that his son was "downright dishonest—making a living just talking." Murrow, who makes better than a living, appears to have something of the same guilty attitude toward the money he earns, and he gets rid of it as though he were obliged to show no enjoyment of it. In the city, he lives in a moderate-size Park Avenue apartment with his wife, Janet, and their eight-year-old son, Charles Casey. His country place, near Pawling, New York, is a log cabin, though, to be sure, the logs are costly cedar. He dresses expensively, but he usually wears an old trench coat or raincoat over most of the expense. He often goes to fancy restaurants and orders scrambled eggs. And he pays more income tax than his accountant thinks necessary. His most conspicuous form of waste, however, is gambling. Although he is a good poker player, late in the evening he almost invariably overbets his hands and comes out a large loser. He has been known to lose as much as twenty-five hundred dollars on the matching of a coin. "There's a little bit of the Warren Harding in him," Friendly says. "He'll say yes to anybody, and sometimes he'll say it before they even ask. Look at the royalties from those record albums of ours. For every four dollars he gets, I get six. Another guy with a big reputation like his would have said, 'Friendly, this deal is going to make you, so you take forty per cent and I'll take sixty.' Did he say that? No. He knew I was just out of the Army and broke, so he took the small slice."

Besides being the best-paid merchant of fact on the air, Murrow is without much doubt the most lavishly rewarded in sheets of paper suitable for framing. Since 1938, he has won forty awards or citations, has been presented with five honorary degrees, three of them LL.D.s, and has been appointed an honorary officer of the Most Excellent Order of the British Empire. He has also refused three offers of college presidencies and innumerable offers to write books, and he has given no encouragement to some influential friends who have urged him to go back to the State of Washington, where he grew up, and run for the Senate. "When it comes to politics, I've never had an ambition that lasted more than ninety days," he says. "And it ain't no false modesty to say that I don't know enough to write a book. I can write the language of speech, but that's totally different. When I write a book review or a preface to somebody else's book, Janet has to go through it and scatter the commas. As for the academic life, I'm fascinated by ideas, but I'm not an educated guy and I just haven't got the qualifications

Merry Christmas to the Machinery

At the close of the day, in the Katakura silk mill, near Tokyo, the machines whine to a halt, the workers face them stiffly, arms out at their sides, bow rigidly from the waist, and recite aloud: "We thank you, O kind machinery, for ensuring our daily livelihood."

We, too, would like to thank the kind machinery. We would like to thank the Dodge Truck machinery, and Chevrolet, the Marchant calculating machinery and the Friden, the Chesapeake and Ohio Railroad and the Union Pacific, the Travelers Insurance and the Hardware Mutuals, the Inserting and Mailing machinery and the Pitney-Bowes, the White Horse Scotch, the Western Electric.

We bow from the waist to Western Union and Eastman Kodak, to National Cash and Cities Service, to Fairbanks-Morse, and Signor Olivetti, AT&T, and A. B. Dick, Home Insurance, Hertz, the Florist's Telegraph Delivery Service, Libbey-Owens-Ford, Borg-Warner, Westinghouse, General Electric, Portland Cement, Kentile, Union Oil, and a hundred more.

We thank you, O kind machinery, for giving Nation's Business the most successful year we can remember. More advertisers, more pages, more income, more progress—well, what more could any publisher ask? We wish you a Merry Christmas, and a New Year as bright as you have made this lovely year for us . . . Nation's Business, *a magazine for businessmen*, Washington 6, D. C.

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for it." Murrow is nevertheless subject to recurrent yearnings for quiet and leisure, and once or twice a year he tells Friendly that he has decided to take an educational job or a sabbatical. Friendly then thinks up some exhausting stunt, and no more is heard about the matter. Another friend of Murrow's doesn't believe Friendly need worry about losing his associate to the campus. "It's too late now for Ed to switch," he says. "Those wartime years gave him a feeling of importance. When he goes to England now, he doesn't have to call up a private secretary and wangle an interview with Churchill. Churchill wants to see him. Naturally, Ed gets a kick out of it, just as he gets a kick out of Eisenhower's calling him Ed. He's much too much of a showman not to have fun in the part he's playing. When he gets out of a plane, wearing a trench coat and a hat with the brim pulled down, he's Ed Murrow, the big correspondent. Maybe one reason he enjoys acting like a newspaperman so much is that he never was a newspaperman."

A recurrent desire to get away from it all is not entirely a handicap to a high-priced employee in maintaining himself in a milieu of power politics. Murrow has achieved a position at C.B.S. that is outside, and basically antithetical to, the corporate structure of authority. In radio and television, those who appear on factual programs are ordinarily looked upon as poor cousins of the entertainers, because, as in most business enterprises, there is a tendency to value performance in terms of the amount of money it brings in, and in that the entertainers notoriously lead the field. By appealing to all heights of brow—from the people who listen to comedians to the ones who tune in on symphonies—Murrow has risen far above the ranks of the poor cousins, and in doing so has achieved a singular amount of freedom from authority of any kind. Not only does he do pretty much as he pleases about running his own shows but he has had a fairly free hand in the creation and development of the whole C.B.S. news service. During the nine years he served as European director of the service, he hired many of its correspondents, often against the better judgment of his superiors, and he has doggedly fought off interference with their reporting, both from above and from the outside. Moreover, he has relentlessly looked after the best interests of the men he has hired—a loyal group known in C.B.S. circles as "Murrow boys." "There's not one of us who doesn't go and cry on his shoulder the minute something goes wrong," a member of this group has said. "And Ed will pick up the phone and get the right person on the wire and say, 'Hey, wait a minute! We can't do this to this guy.'" Another takes a broader view. "Ed is what keeps the whole thing together," he says. "The total product of Murrow is much more than Murrow on the mike." As for Murrow himself, he says staunchly, "The help I get from the correspondents is greater than any they get from me." Wells Church, the radio-news director at C.B.S., once complained, "Ed Murrow has collected the Goddamnedest bunch of camp followers, and not one of them is worth a damn." But Church is a "Murrow boy" himself.

Firmly entrenched though Murrow would seem to be, however, his position is an uneasy one, as he tacitly admitted when he insisted on inserting a clause in his contract that will release him from it should Paley ever cease to be the ultimate authority on the board. This proviso is an indication of a relationship that goes a long way toward explaining how Murrow has been able to carve out his highly unusual niche in C.B.S. affairs. "Bill Paley's got a conscience, and he cares about more than just making money," a man familiar with the workings of the company said not long ago. "But in radio you've got to make money before you can do anything else, and most of the brass at C.B.S. thinks in terms of profit, which on the air means entertainment. Bill needs Ed to remind him to think in terms of news. Well, it's a little bigger than that—let's call it responsibility. In that sense, you might say that Ed is Bill's conscience."

MURROW's occasional yearning for the campus may go back to the time, in his pre-radio days, when he was employed on the fringes of the academic world, or it may go back still further, to the time when, upon graduating from high school, he was forced to realize that, because of lack of money, he could not go to the college of his choice. Lack of money was the dominant theme of his youth. "I can't remember when I didn't have to work," he says. He was born on

a small farm near Greensboro, North Carolina, in 1908, the youngest of three brothers. (The eldest, Lacey, is now a brigadier general in the Air Force, and the other, Dewey, is a contractor in Spokane.) The "R" in Edward R. Murrow stands for Roscoe, which is his father's name. The father, an easy-going two-hundred-and-fifty-pounder, taught his sons to fish and shoot, and liked to roughhouse with them. Their mother, a Southern Methodist, weighed about ninety; a stern disciplinarian, she allowed no fishing on Sunday and no card-playing in the house at any time, and, as Murrow recalls it, "made the old man beat hell out of us when we were bad." The farm produced an income of six or seven hundred dollars a year, and all three boys had to help to make it produce even that, the two older ones driving a hayrake and thinning corn, and the youngest carrying slops and doing other light chores. When Murrow was six, his father sold the farm and moved to Blanchard, Washington, sixty miles north of Seattle, where he got a job as a farmhand, and for a while the family lived in a tent. Then the father found work in a sawmill and the family moved into a house, and from the sawmill he went to a logging railroad, first as a brakeman and then as a locomotive engineer. Murrow started earning money summers at the age of fifteen, as a whistle punk in a lumber camp, and at sixteen he was the fireman of a donkey engine; his last two years in high school he drove the school bus. After graduating, he worked a year as chainman for a survey gang, saving money for college. He wanted to go to the University of Virginia but decided it would take too long to earn enough money, so he went to Washington State College, where his brothers had gone. He helped to pay his way by tending furnaces and washing dishes in a sorority house, and in the summers he continued to work in lumber camps. He got good grades, went in for some college dramatics, and became president of the student council, but he had no time, and little aptitude, for athletics. "I don't even swim very well, because I was always working at the time when most kids learn," he says.

In his last year at Washington State, Murrow was elected president of the West Coast Student Councils, and this led, after his graduation, in 1930—at which he smudged a distinguished record by tripping over his sabre in the R.O.T.C. parade—to a job as president of the National Student Federation. The pay was twenty-five dol-

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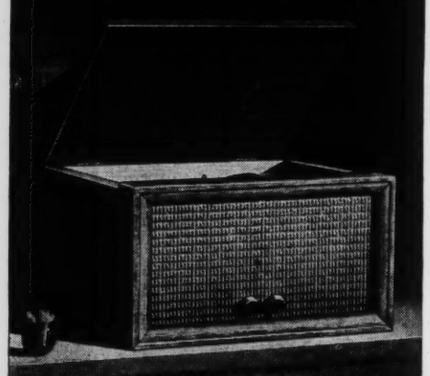

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lars a week and expenses, the office was a basement in New York, and the work was mostly arranging students' tours to Europe, at an average cost of two hundred and fifty dollars for the round trip. Murrow was an earnest and hard-working young man; in two years he not only arranged dozens of tours but made speeches describing them at over a hundred colleges and universities and took one jaunt around Europe himself. Then, in 1932, he found a better job, as assistant director of the Institute of International Education, an enterprise concerned with facilitating the exchange of graduate students and professors and financed by the Rockefeller Foundation and the Carnegie Corporation. One of the attractions of this job was a free trip to Europe each summer.

The director of the Institute was Professor Stephen P. Duggan, of C.C.N.Y. After Hitler rose to power, Duggan and several other educators organized an Emergency Committee in Aid of Displaced Foreign Scholars, and under this awkward and anxious letterhead Murrow, as the committee's secretary, carried on its correspondence. "It was the most satisfying experience I ever had," he said recently. "About ninety-eight per cent of the money came from Jewish sources, but we never raised any questions about the racial origin of a professor—only about his ability and whether a university would take him. I got more of an education from those professors than I'd ever had before. I was running a kind of revolving seminar. That's when I learned to talk slowly, too, because some of them couldn't speak English very well. Most of my time was spent with people twenty to forty years older than I was. They took me seriously, and I guess I took myself pretty seriously."

When Murrow was twenty-six, he was offered the presidency of Rockford, a small women's college in Illinois. Having just got married to Janet Brewster, a graduate of Mount Holyoke, whom he had met a couple of years earlier, he was on the verge of accepting the offer. "But the ladies hadn't pursued their investigations far enough to learn how young I was, or to find out that I didn't have some of the qualifications they thought I had," he says. "When they did find out, the whole thing fell through. That got me to thinking that there wasn't no future for me in the world of scholarship, because I didn't have the credentials. Then I heard that C.B.S. was looking for somebody to work on education, and that seemed to be the answer."

MURROW joined C.B.S. in 1935, as director of its talks-and-special-events department, which involved supervising educational programs dealing with political and scientific subjects and addressing various groups on the potentialities of radio as a medium of education. He got more into the thick of things during the months that preceded the Presidential election of the following year when, as assistant producer, he helped with some of the campaign broadcasts. In February, 1937, in New Orleans, where he had gone to deliver a speech before the National Education Association, he received a long-distance call from Edward Klauber, who was then the executive vice-president of Columbia, asking him if he would like to go to Europe and indicating that he wanted an immediate answer. Murrow immediately answered yes, and found himself with the title of European director of C.B.S., an office in London, and the duty of arranging programs of what he now speaks of as "culture stuff." "There never was such a job," he says. "I'd take a week or ten days to go to Rome to arrange for a broadcast by the Vatican Choir—which, of course, I could have done on the telephone. There were summer conferences in Salzburg and other pleasant places. I had no desire at the time to become a broadcaster. Why would I, with a job like that?"

It was more or less by accident that Murrow became a broadcaster. Radio reporting had fumbled its way to the point where not only politicians but well-known newspapermen were being called to the microphone to comment on important news. The National Broadcasting Company even had a correspondent in Europe to report the news over the air. Late in 1937, Murrow hired as an assistant, to help him get up "culture stuff," a former newspaperman named William L. Shirer, and stationed him on the Continent. Shirer was in Vienna—he was trying to arrange a broadcast by a chorus of school children—in March, 1938, when Hitler took over Austria. Shirer telephoned Murrow, who was in Warsaw, also on a musical mission, and reported that

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he had a story but couldn't do anything about broadcasting it, because of censorship. Murrow advised him to fly to London and broadcast it himself. Murrow then flew to Vienna. By the time he arrived, N.B.C. had been allowed to broadcast some comments on the Anschluss, and Murrow was able to wangle the same privilege. New York had raised no objection to his having put Shirer on the air—it was the first news broadcast from abroad in C.B.S.'s history—so Murrow made several broadcasts of his own. When he got back to London, he found that his status had changed. Klauber, who before going to C.B.S. had been night city editor of the New York *Times*, had persuaded Paley that there was something to radio reporting, and Paley had started giving a freer hand to his news director, Paul White. Because most of the news of the day was being made in Europe and Murrow was on the scene, Paley instructed him to build up a staff. Among the men whom Murrow hired—they now constitute the core of Columbia's news service—were Eric Sevareid, Larry Lesueur, Charles Collingwood, Richard C. Hottelet, and Bill Downs. After one of the new Murrow recruits had made his first broadcast, Murrow would frequently get a telephone call from Paley or Klauber complaining that the fellow was terrible. Murrow had a stock reply: "I'm hiring reporters, not announcers."

Murrow's behavior during the war was perplexing to his colleagues, to his employers, and, apparently, even to himself. During the Battle of Britain, he reported air raids from the streets and rooftops, drove an open car, and made a point of dining under a skylight, and he inexplicably found it necessary to have his office as close as he could get it to the headquarters of the British Broadcasting Corporation, which Nazi bombers treated as a prize target; the London C.B.S. bureau was bombed out of three offices, and the windows of a fourth were smashed. When the Allies took over the offensive in the air, Murrow showed at least an equal disregard for his own safety by his insistence on going out on bombing missions. Discussing Murrow's combat flights, a fellow-correspondent has said, "A man in Ed's position does it once to show he's ready to do what he asks others to do. He may even make two or three flights, if there's something extra special about them. But no more. I think Ed's got a martyr complex." Paley, whose efforts to keep Murrow on the ground failed so dismally, said not long ago,

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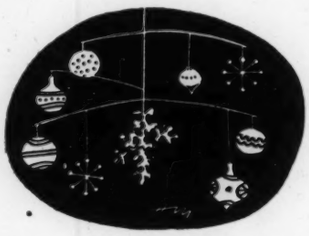
"Tingles with excitement"—Atkinson, Times
MAURICE EVANS in
DIAL M FOR MURDER
PLYMOUTH THEA W. 45 St. Evgs 8:40 Mats Wed & Sat.

"He'd agree to stop it, and then the next thing I knew, he'd be off on another raid. I used to think he was afraid he was a coward, but it's more complicated than that." Murrow himself is not sure about the number of these trips ("It couldn't have been more than twenty-five") or why he felt obliged to make them. "Partly it was being a Boy Scout, I guess," he says. "Partly, I like fliers. Partly, it was a dromomania I have—I even have it when I drive a car. Partly, it was vanity. Three or four times in London, when I'd be sitting in the office with some of the boys, we'd hear the B.B.C. playing back things I'd said, and nothing has ever made me feel as good as that. I can't be logical about it. Like in 1950, when I decided to spend my vacation in Korea. Everybody asked me 'Why are you going?' and I couldn't think of any reason that made sense. It was just something I had to do."

Murrow became an important man in London. He not only had the entrée into governing and social circles that all influential American correspondents enjoyed but was held in especially high favor because of the fervor of his broadcasts at the time when England stood alone in the blitz. In addition, Mrs. Murrow was the London director of Bundles for Britain. Paley, who was also in London during a part of the war, as a colonel and deputy chief of SHAEF's Psychological Warfare Division, was impressed by his employee's prestige. "It seemed he was almost the most important American there," he said later. Apparently, Paley was also impressed by a quality of Murrow's that has been called—with varying degrees of sympathy—idealism, do-goodism, and the-world-on-my-backism; at any rate, during this period he told friends that his own outlook was broadening. At the end of the war, he persuaded Murrow to come back to New York as vice-president of C.B.S. in charge of news and public affairs; Klauber had retired, and the new vice-president was to take over some of his responsibilities. Murrow was reluctant to give up broadcasting, but Paley convinced him that his audience had gone with the war.



IT is generally agreed that Murrow was miscast as a vice-president. One man who left C.B.S. while he held the position has said, "Ed never could manage a news service, so after a year and a half he gave up." Those who still work there, however, concede that it is in large part thanks to Murrow that C.B.S. hires correspondents who are inclined to approach the news with an open mind and by and large leaves them free to report it as they see it, without policy directives or "guidance." (Marya Mannes, a radio critic, feels much the same way. "The key of C.B.S. is reason and reliability," she wrote in a recent article about the networks for the *Reporter*. "It is doubtful whether any news organization anywhere—the press included—has a better staff of reporters.") As a director, Murrow seems to have been a bit difficult in his dealings with staff members he had had no hand in hiring. "It's got to be admitted that if you weren't a 'Murrow boy,' you were under a handicap," one of these has said. "Ed couldn't seem to get it into his head that some of the others were just as good." Howard K. Smith, who succeeded Murrow as European director, has always been an exception. He was already a C.B.S. employee when Murrow promoted him to the post in London. At one time, a dissident group at C.B.S. formed a Murrow Isn't God Club, but it was disbanded after Murrow asked if he could join.

Of his tour of duty as a vice-president, Murrow says, "I was going to revolutionize radio from the inside—make it adult and intelligent. But I didn't like the 'in' basket and the 'out' basket. I didn't like budgets. I'm not a very good administrator. And I had some ideas that didn't turn out very well. We started something called 'C.B.S. Views the Press.' I naïvely thought that since the press takes it upon itself to criticize everything else, somebody had a right to criticize the press. It seemed I was wrong. At least, the show never found a sponsor and was dropped. Most of all, I didn't like firing people. I wanted to be a reporter again, because I needed the dignity and satisfaction of being a reporter."

Murrow's friends believe that his decision to give up the vice-presidency was brought to a head by the departure from C.B.S. of Shirer, who had returned from Europe in 1940 to become a commentator in New York. Neither Murrow nor Shirer likes to talk about the affair, but the facts appear to be that Shirer's sponsor complained about his broadcasts, Shirer was shifted to an

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unsponsored program at a less desirable hour, and Shirer resigned. Two or three newspaper columnists asserted that Shirer had been shifted because of his liberal opinions, and Murrow, as the official directly responsible for making the switch, came in for a good deal of criticism from the liberal benches. On the other hand, his supporters point out that if a sponsor objects to a commentator, the network can do little but substitute an acceptable one or lose the sponsor, and they contend that C.B.S. would have tried to find another sponsor for Shirer if he hadn't decided to quit. However that may be, Shirer's leaving must have been painful to Murrow, for after all Shirer was the original "Murrow boy." Murrow gave up his vice-presidency in the summer of 1947, and returned to broadcasting that September. "I was pretty nervous there for a while," he says. "I had to get my audience back." The chances are that, Paley's earlier views notwithstanding, it had never strayed very far. Murrow's doomful baritone was as well suited to a cold war as it had been to a hot one, and by the autumn of 1947 a great many people were evidently waiting to be assured that no matter how bad things were, Murrow was there to interpret them. Radio statistics are not always reliable, but for what they are worth, they credit Murrow with almost three million listeners.

A single daily radio program was not enough to satisfy Murrow's restless nature. While he was still a vice-president, Friendly had come to him with the idea of the "I Can Hear It Now" albums, and together they had listened to recordings of broadcasts of historic events from 1932 to 1945. Now they went to work in earnest on the project, and in 1948 they brought out their first album; it was soon followed by two more. In 1950, Murrow and Friendly tried the "Hear It Now" idea on radio, but dropped it a few months later in favor of their "See It Now" television show, which now is supposed to have an audience of around three million. During its first two seasons, "See It Now" appeared on Sunday afternoon, but last September it was moved to Tuesday night, at ten-thirty, so that Murrow might have a chance to rest weekends. Perhaps a little frightened by this prospect, he started a new television program within a month, which he presents on Friday nights at ten-thirty. Called "Person to Person," the new show consists of a series of interviews in which Murrow, at the studio, holds successive conversations with two celebrities in

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their homes here or, if they are from abroad, in their hotels. "Person to Person" has already won an award (the Sylvania) as "the most outstanding new television series of the year," and Murrow has derived a certain amount of fun from pairing such disparate individuals as Earl Blaik and Valentina, Tallulah Bankhead and Theodore H. White, Sir Roger Makins and Joe Louis, and V. K. Krishna Menon and Eva Gabor. At the conclusion of a "Person to Person" program, Murrow is able to embark on his weekend in a suitably exhausted condition.

In addition to these programs of his own, Murrow provides recorded introductions for "This I Believe," a five-day-a-week radio program, arranged by Raymond Swing, that presents the philosophies of various public and private citizens. The day after the broadcast, the credos are syndicated in sixty newspapers. Last year, some of them made yet a third appearance—in a book, named after the program, for which Murrow provided the introduction. It has sold three hundred thousand copies.

ORDINARILY, Murrow starts work on his radio broadcast at five o'clock in the afternoon, having read the news from time to time during the day and thought from time to time about its darker potentialities. Promptly on the hour, as indicated by a clock over the door of his office—a small corner one on the seventeenth floor of the C.B.S. Building, on Madison Avenue—he strolls into an adjoining office that is occupied by Jesse Zousmer, a cheerful former newspaperman, who writes most of Murrow's copy for the news report that constitutes the first half of the program. Zousmer has been joined earlier by John Aaron, a roundish man with a worried look, who produces ideas and does research for the program. After Zousmer has poured the three of them a small drink of Scotch from a bottle he keeps in a cabinet, they begin to discuss the evening's broadcast. Aaron and Zousmer have been discussing it most of the day, and have usually found in the news a pattern that suggests a suitable subject for the endpiece, which Murrow writes—or, rather, dictates—himself, filling it out with background material supplied by C.B.S. correspondents in the field. Since both his assistants have trained themselves to think as much like Murrow as possible, Murrow is likely to agree to their proposals, adding remarks that, once they've had some editing, he may repeat over the air. One afternoon a while ago, for instance, the day's news consisted largely of dissension among the forces opposed to Communism, and Murrow said, "And all that trouble started without a single goddam Russian being hit over the head with a billy club, doused with a fire hose, or prodded with a bayonet." Zousmer made a mental note to put the words into the news report, deleting the "goddam" as he did so.

Murrow has developed an accurate sense of time, which enables him to break up the conference within a minute or so of six without looking at the clock. He returns to his office and dictates his endpiece to Miss Kay Campbell, who has worked for him since 1937. Zousmer, meanwhile, begins to "rough" the copy of the news report on his typewriter and Aaron starts searching for some quotations appropriate to the subject of the endpiece. Murrow will choose one of these as his "word for today," a half-minute homily that he delivers after the closing commercial and by means of which he has persuaded his sponsors not to interrupt the main part of his broadcast. By seven-fifteen, Miss Campbell has typed the endpiece and Zousmer has brought in his copy. Murrow reads the entire script and then goes back over it and changes a few words here and there. He likes alliteration, and will change "mistrust" to "distrust" if there is another "dis" nearby.

By seven-thirty, Murrow has finished editing the script, has read it over several times, and has picked a quotation from Aaron's list. Up to that point, he has been pretty much at ease, but now, with nothing to do but wait for seven-forty-five, he begins to get nervous. He glances at whatever late news bulletins Zousmer may bring him, although he seldom adds anything to his script unless it is very important. He makes a couple of impatient trips to the water cooler. By seven-thirty-five, he is again seated at his desk, leaning back, his hands behind his head, and going over the script in his mind as he stares moodily out the window or at the wall before him, on which hangs a large photograph of Carl Sandburg, inscribed "Edward R. Murrow—reporter, historian, inquirer, actor, ponderer, seeker—Yrs., Carl Sandburg." Zous-

mer and Aaron allow him a few minutes of this, and then one of them comes in with a question to distract him. When the clock over the door says seven-forty-two, Murrow gets up and starts down a short corridor that leads to the studio. Zousmer and Aaron accompany him as far as the entrance. His coat is off and he is wearing red or green suspenders over a light-colored shirt; his collar is open and his tie loosened; his sleeves are rolled not quite to the elbows. His face is covered with sweat and his expression and movements are a good deal like those of a man going to his execution.

In the studio, Murrow sits down at a table before the microphone, which he tries not to look at. ("I've never got over a slight sense of fright at the sight of one of those things," he says.) He lays his copy in front of him, blows his nose, takes a drink of water, says something to test his voice, runs a hand over his face, and watches the clock. As the program goes on the air and the announcer, Bob Dixon, spells out "A-m-o-c-o," Murrow's face takes on a look of disgust and his right foot begins to tap softly. It keeps tapping until Dixon has intoned, "Now here is Edward R. Murrow," and then Murrow's voice comes in on the downbeat, in portentous cadence, giving each word the same stress: "This—is—the—news." For all its portentousness, there is often a small tremor in his voice at the outset, and during the first minute or so he sounds like a man reading, but he soon loses his self-consciousness, and by the time he goes into his endpiece, his head is wagging as Franklin D. Roosevelt's used to, his eyebrows rise with every point he makes, and his voice has the resonance of an orator's. Two minutes before his time is up, an assistant director sitting beside him slides a stopwatch onto the table in front of him. Since his program has different sponsors in different parts of the country (it is Hamm's beer in the Midwest, and Hudson cars and Safeco insurance in the Far West) and all will start chattering at exactly twenty seconds past 7:57, New York time, Murrow does not have the slight leeway enjoyed by broadcasters with just one sponsor but must finish on the second. "I'd rather go too fast and have to ad-lib at the end," he says, "than go too slow and lose the punch by having to speed up."

From the studio, Murrow goes directly to a lavatory, where he washes the sweat from his face, wets and combs his hair, buttons his collar, and adjusts his tie. He returns to his office to pick

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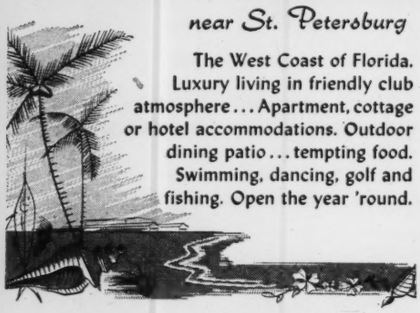

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up his coat, and then, with Zousmer and Aaron, takes the elevator to the ground floor of the building, where there is a bar-and-grill called Colbee's. Three stools at the far end of the bar are reserved for Murrow and his lieutenants, and so is a bottle of House of Lords Scotch. Murrow takes his Scotch with water and without ice, and he needs two, and sometimes three, drinks to ease his tension; Aaron and Zousmer know that it has begun to ease when he stops staring into his glass and says something to one of them.

BEFORE Murrow became so deeply involved in television, he and his wife went out to dinner two or three times a week, or had friends in. (The guests would be invited for eight and Murrow would arrive at eight-thirty.) Nowadays, he is more likely to snatch a bite with Aaron, who conceived the idea of "Person to Person," and spend the evening working on it with him, or to meet Friendly for dinner and talk over ideas for "See It Now" programs. Murrow spends the better part of two evenings each week preparing for his television shows and the better part of two more evenings putting them on. Although he seldom gets to bed before two o'clock, and often stays up past four, he is usually in his office by ten, with the papers already read.

Unless Murrow is planning some special stunt in which he will personally participate, the actual production of "See It Now" is pretty much in Friendly's hands until the Monday morning before it goes on the air. However, Murrow and Friendly map out each show at least a week in advance—and as much as several months in advance in the case of an occasional double-length show—and every morning they discuss the progress of the subjects (there are generally from two to four of them) that it covers. Friendly keeps in daily contact with the camera crews by telephone or cable. Of the five camera crews that work full time for "See It Now," four are stationed in this country and the fifth in Europe, but the boundaries of the territory they cover are elastic and at any moment one of them may be sent to some other part of the world on an assignment. Each of the domestic crews consists of a reporter, a cameraman, and a sound man, along with some twenty-five pieces of equipment, which are worth a total of seventeen thousand dollars; the European crew has the same makeup except that the nearest C.B.S. correspondent fills in as a reporter. In addition to its own crews, "See It Now" has an arrangement with "News of the Day," a newsreel company, that permits it to use the three newsreel crews the latter outfit maintains, in New York, Chicago, and Los Angeles. During a fairly typical week last summer, Friendly had one crew in South Carolina working on a hydrogen-bomb sequence, one doing a local story about an umpire, one in Washington, one in Luxembourg, and one getting ready to go to Korea. Film comes in from the crews all week long, and Friendly decides how it should be presented and, with the help of three cutters, trims it down to enough for an hour-long show. He then runs this off for Murrow, who criticizes and makes suggestions for its final cutting to half-hour length. In theory, this is done early Monday, but in practice it often breaks into Murrow's weekends. From Monday morning until the show goes on the air, the two men work over the script of Murrow's commentary and rehearse the show two or three times, taking only a few hours off for Murrow to prepare and deliver his "This Is the News" broadcasts and for both men to catch a little sleep. The preparation of the commentary is rather like that of the news broadcast. Friendly usually writes the first draft, Murrow rewrites it, and then they both polish it up during rehearsals.

Murrow is even more nervous before a television appearance than before a broadcast, and submits to having his face made up with much the same lack of enthusiasm that he displays while listening to the commercial on his radio show. He refuses to let the makeup man daub over a mole on his right cheek, which he seems to consider a kind of trademark, like the cigarette he is always smoking when he turns to face the camera.

IN June, 1952, shortly after Murrow had made one of his periodic remarks to Friendly about leaving radio and television for a nice, quiet teaching job, Friendly came up with a proposal that made him forget all about campus life. The United States Air Force, it seemed, was prepared to stage a sham atomic attack on New York City in order to demonstrate to the public why the nation could not be adequately defended from air attack without an organized ground-observer corps.

Friendly suggested to Murrow not only that the attack would make a fine subject for "See It Now" but that Murrow should participate in it, and Murrow agreed. As the show was worked out between the Air Force, Friendly, and Murrow, three B-29 heavy bombers would approach the coast of Maine from the north, flying too low to be detected by radar. They would continue down the coast and across Connecticut, where civilian watchers would be primed to spot them as they gained altitude for the run over New York. Three two-seater jet fighters from Otis Air Force Base, near Falmouth, on Cape Cod, would intercept them and (theoretically) shoot down one, leaving the two others free to (theoretically) destroy New York. Camera crews on the ground would photograph the workings of the spotter system, the flight of the bombers, and the takeoff of the jets. In one of the bombers, flying from England, would be a camera crew and Howard K. Smith, who would temporarily desert his European post for the occasion. In one of the jets would be a cameraman. In another, with a microphone, through which he was to describe what he saw for the show's sound track, would be Murrow.

At ten-thirty on a Tuesday night Murrow left LaGuardia Field for Otis Base in a bucket-seated C-47, which had been flown down from Stewart Air Force Base, at Newburgh, to pick him up. He had made his evening broadcast, stopped at Colbee's for two Scotches and a ham-and-cheese sandwich, picked up a suitcase at his apartment, and taken a taxi to the airport. It was a warm evening, and when he got into the plane he was wearing a well-used hat and had a trench coat over his arm. Once in the cabin, he removed his hat and jacket, loosened his collar, and, as the plane started to climb, took small sips of whiskey from a bottle. He was sweating heavily.

An hour later, the plane landed at Otis Base in a Cape Cod mist and Murrow was met by his camera crew and two public-relations officers. After he had left his suitcase in a guest cabin, the two officers drove him and the camera crew and the two pilots of the C-47 to the Coonamessett Inn, a couple of miles from the base. There they met several jet pilots, including Captain Robert D. Rohlfs, with whom Murrow was to fly the next day. A woman at the bar carried her drink to the table where Murrow was sitting and asked, "Which one of you is this Edward R. Murrow I've been hearing so much about?" Murrow pointed to his cameraman.

The inn stopped serving drinks at one, and soon afterward the party drove back to the base and stopped off at the house of Major Ben Atwood, who began explaining to Murrow what he would hear during his flight. "You'll be sitting in the rear of an F-94, and you'll hear all the intercepts," Atwood said. "You'll also be able to talk to the pilot."

Murrow said, "The way we've set this up, there ain't going to be anything along the lines of what we usually call commentary. We don't want any 'Now we're going over Stamford. Now we're going over White Plains.' What we want is what normally goes on on the intercom."

Rohlfs said, "That would be obscene, sir."

Murrow said, "All I want from the pilot is if all he hears from the bombers is 'Bombs away,' that's all I want from him. All I want is what's said from the ground to the air—to the guy I'm flying with—that's all I want. If we can make it as actual and casual as it is in actual operating, that's the way I want it. When we get on the ground, we can patch it together. The whole idea is to say to the listener, 'This is what you would hear. This is what would happen if there's an air attack.' "

Atwood said, "If it runs as it should, there'll be very little chatter on the air."

Murrow said, "All right, but one thing we've got to avoid is either conversation or pictures that would not occur. This is not a show to show Murrow went up in a jet. That's the least important point. If the Russians turn up next Wednesday, Murrow may not be here."

The party broke up at three-thirty, and the two public-relations officers drove Murrow to the guest cabin, promising to call for him at seven-thirty. Murrow got to bed at four and woke up spontaneously at seven-fifteen. After breakfast at the officers' club with several of the pilots, he was escorted to the operations office, where he learned that the weather was moderately good, with a visibility of six miles and with thin, scattered clouds at twenty-five hundred feet over New York and thunderstorms in that area. At nine-fifteen, everyone who was to take part in the operation was assembled for a briefing by Lieutenant Colonel Frederick Ploetz. The three bombers, Ploetz announced, were then over Bangor at twenty-five hundred feet, flying a V formation. After passing Bridgeport, they would climb

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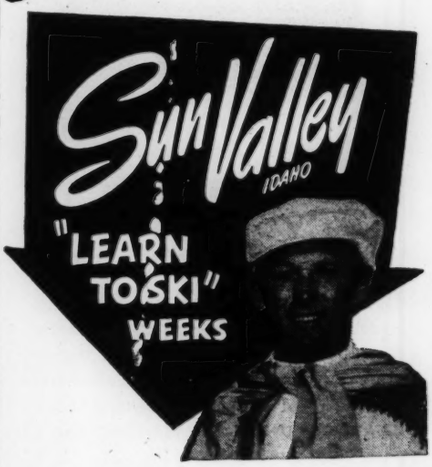

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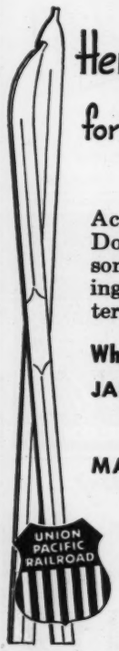

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to five thousand feet, and would later go to eight thousand for the run over New York. The three fighters would intercept them over Bridgeport, and halfway down Long Island Sound, one of the bombers would drop out of formation; each fighter was to make one pass at it as it went down. The fighters would then make passes at the remaining two bombers until they reached downtown New York.

Murrow was given a heavy khaki flying suit, a Mae West, and an oxygen mask with a microphone fitted into it. When everybody was dressed for the flight, he and his camera crew and the three pilots were driven to the field, where the fighters were lined up before a low frame building. As a preliminary to photographing the action, Murrow and Rohlfs made a couple of practice climbs into their ship, during which Rohlfs had trouble with his parachute leg straps and Murrow with his breathing. "I'm getting too goddam old for this," Murrow grunted. With about half an hour to wait before takeoff time, he asked his sound man to bring over a portable microphone and, gathering the fliers around him, described the scene for the tape. He then sat on the steps of the building with the pilots and chain-smoked until the takeoff bell sounded, at exactly ten-thirty.

Murrow's plane did not get back to the field until two-fifteen. By then, the other two jets had long since returned. Murrow said afterward that his recollection of the early part of the flight was confused. "The first time we pulled out of a dive, I nearly blacked out," he said. "It was like an elephant on my shoulders." On the way back from New York, Rohlfs, finding that the plane's fuel supply was low, had headed for a field at Suffolk, Long Island, to replenish it, but as he was coming down there his hydraulic landing gear had stuck, and he had had to land on his emergency gear. Upon getting out of the plane at Otis, Murrow gratefully accepted a drink of whiskey. Presently, he took off his flying suit, had another drink, and ate a sandwich for lunch.

A few minutes after three, Murrow left Otis in the bucket-seater. Throughout the trip back to LaGuardia, he sat leaning forward in his seat, elbows on knees, smoking with every breath (he smokes about sixty cigarettes a day), and appeared to be studying the sweat that dripped steadily from the end of his nose. The plane landed at LaGuardia at four-thirty. Friendly met him at the airport with a car and drove him to the office. When Murrow got there, at five-fifteen, he found that Zousmer had already written the first part of his news broadcast, and proceeded to catch up with his schedule. After the broadcast, he had dinner near the office, and at one-fifteen, accompanied by Zousmer, caught a plane for Denver to hold a television interview with Dwight D. Eisenhower, who was then a candidate for the Republican Presidential nomination. During the ten-hour flight, he drank quantities of tea, coffee, and warm Coca-Cola, sweated most of it out, and slept about forty-five minutes. In Denver, he set his watch back two hours and slept those two hours in a hotel. For the next two days, he worked on the interview, made his usual "This Is the News" broadcasts, with Zousmer's help, and got one night's normal sleep—six hours. He left Denver by plane at ten-thirty Friday night and, after keeping Zousmer awake all night, talking politics, arrived in New York at nine-thirty Saturday morning. Going straight to his apartment, Murrow had breakfast, slept two hours, and at one o'clock got out his Chevrolet convertible and drove to his house in Pawling, where Mrs. Murrow was entertaining Sir Gladwyn Jebb, then Britain's delegate to the United Nations, and Lady Jebb. Immediately after dinner, he drove back to New York, making the seventy-five-mile trip in his customary hour and three-quarters. From eleven until three, he worked at his office with Friendly, editing film and writing copy, and then went to the apartment to get some sleep, so as to be fresh for the next day's television show.

Throughout that summer and fall Murrow kept up a gruelling schedule, and in December he spent Christmas week in Korea, where he prepared a half-hour television show. Upon his return, he landed in Seattle with an earache and a high temperature, and retired to a hospital for two days. No serious trouble developed, so he flew on to New York, but a month later he went to Presbyterian Hospital for a checkup. Nothing was found to be wrong with him but fatigue, and he was ordered to take a three-month vacation. After an argument, the doctors agreed that he might do anything he pleased, as long as he didn't have a deadline. Accordingly, in the latter part of May he temporarily gave up his radio and television shows, and began his vacation by flying with his wife and son to the Coronation. Leaving his family in England, he flew back to New York, editing film en route for a C.B.S. show on the

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Coronation, and shortly after he arrived here, he appeared on a two-hour television show commemorating the fiftieth anniversary of the Ford. Then he flew back to England, where he and his family spent a fortnight in Cornwall and a week in London, after which they returned to New York by ship. After a week's rest in Pawling, Murrow flew to the West Coast, made a C.B.S. television show called "Television City" in Hollywood, a "See It Now" show on logging in Oregon, and a documentary movie about the Aluminum Company of America at the company's plant at Vancouver, Washington. While out there, he stopped in to see his parents, who now live in Bellingham, Washington, and his brother Dewey in Spokane. By the end of August, he was back in New York, where he worked with Zousmer and Aaron on plans for his fall program. The second week in September, his vacation over, he flew to Berlin to make the first "See It Now" show of the new season and to confer with the C.B.S. European correspondents in preparation for embarking on a new season of deadlines.

Those correspondents, most of whom not only would be uneasy in their jobs if anything should remove Murrow from his but, quite apart from that, regard him with an affection bordering on the filial, had worried a good deal about the state of his health, and worry had led to rumors. While he was on his prescribed vacation, a friend of his in Europe who had heard the rumors wrote an anxious letter to him at his New York office. Murrow replied, "This fall I shall merely have five radio news shows a week, plus two half-hour television shows, plus a few extracurricular activities. I hope the foregoing answers your question regarding health, although what it reveals about my sanity may be another question. As far as strenuous work is concerned, I can do no better than to quote you a comment by my mother, who said, 'It is better to wear out than to rust out.' As ever yours . . . "

Before the letter was typed, Murrow was aboard the plane for Berlin, and so it wasn't signed.

—CHARLES WERTENBAKER

•

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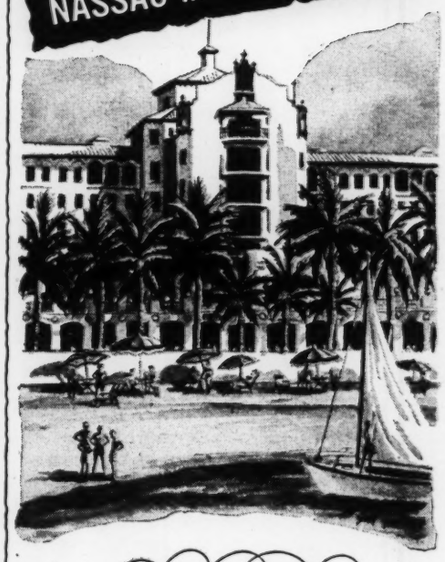

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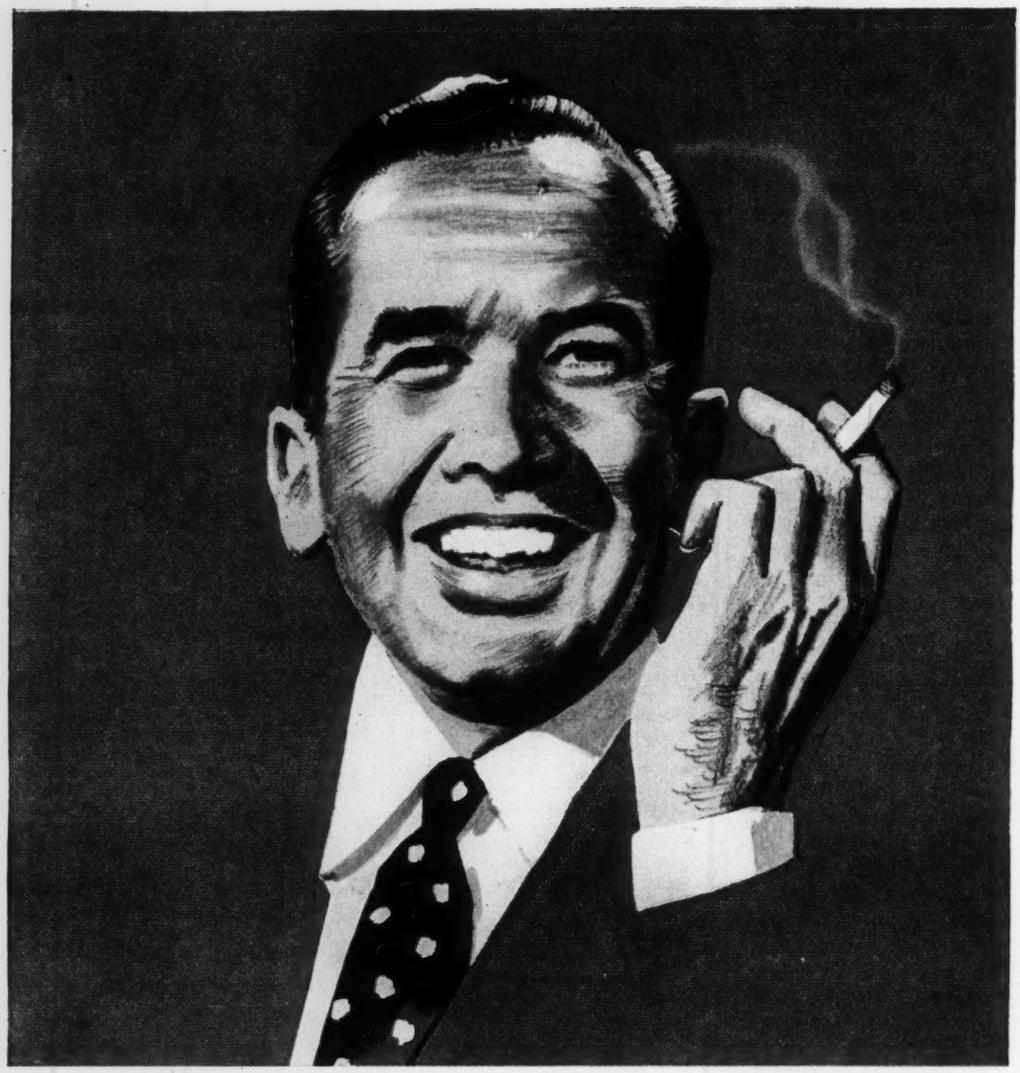


CASUAL STYLE *on "Person to Person" conceals Murrow as the dynamic executive. He is also producer and MC of "See It Now," and on radio does a weekday fifteen-minute news show besides supervising "This I Believe," a program devoted to statements of personal faith. A book of selected statements was one of the nonfiction best-sellers of 1953.*

Whitcomb to Murrow—Person to Person

Edward R. Murrow, who probes the private lives of others every Friday night on TV, sits still for his own revealing interview by Cosmopolitan's artist-reporter Jon Whitcomb

BY JON WHITCOMB

A big CBS-TV sound truck stood at the curb, power lines radiating, octopuslike, to windows on the second- and third-floor levels of the Richard Kollmars' New York town house. Upstairs in the white satin drawing room Mrs. Kollmar was surrounded by a jumble of wires and electronic equipment. Better known as Dorothy Kilgallen, of newspaper, radio, and television fame, she was giggling helplessly. "Nobody will believe *this!*" she gasped, pointing to her billowing chiffon overskirt. Two engineers were underneath, strapping sections of a short-wave transmitter to the Kilgallen slip. Right hip, left hip, then a wire to a mike concealed in the center of the bodice. When they got up off their knees, Dorothy was thoroughly and invisibly wired for sound. Her husband's gear was distributed in his pants pockets and hidden under his necktie. Every Friday night in two American homes this ingenious device for turning people into miniature broadcasting stations is used for Ed Murrow's TV show "Person to Person" on the CBS network, 10:30 P.M. Eastern Standard Time.

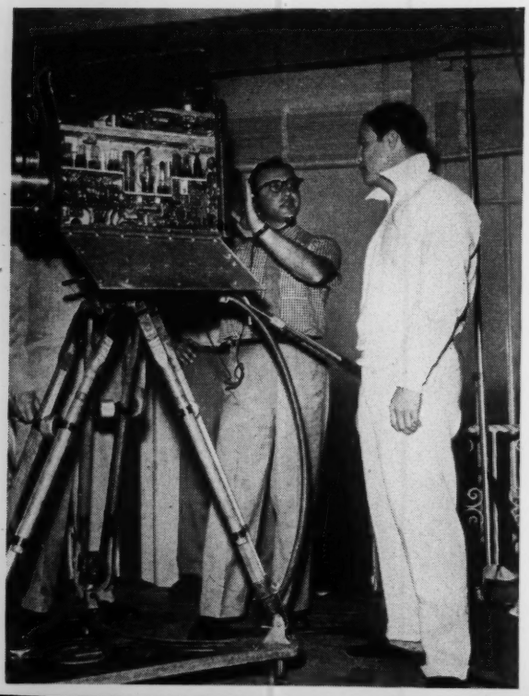
Now in its third year, the show has visited over 225 individuals in their homes—

(continued)

VIEWERS DON'T SEE *the bare studio from which Murrow asks the homey questions which have made "Person to Person" so popular. At this end, the show is inexpensive and relaxed. At the visiting end of the cable, however, an army of technicians (below with Bob Hope and family) works a full day to get wiring, microphones, and cameras set up. The average two-visit program costs between $30,000 and $50,000 to produce.*

MARILYN MONROE *scored highest rating in show's 225 visits. She refused to be wired for sound, sat behind a mike which was concealed on a table.*

TONY CURTIS *hooks "Murrow Mike" to wife Janet Leigh. Below, Marlon Brando investigates camera. Later he played his bongo drums on the show.*



celebrities and plain citizens intermixed, actors, politicians, authors, musicians, farmers, diplomats, and an ex-President. At least two of these had to be booked a whole year in advance: Yehudi Menuhin, because he had to finish a world concert tour, and Victor Borge, because his one-man stage show gave him no time off until the next Christmas week.

TV's Tour Guide Extraordinary

The master of ceremonies of this conducted tour is Edward R. Murrow, a tall, dark man with expressive eyebrows and unshatterable poise. Born in 1908 to a farm family in Greensboro, North Carolina, Murrow is a Phi Beta Kappa from Washington State College and the recipient of honorary degrees from his alma mater and from the University of North Carolina, Muhlenberg College, Rollins College, and Temple University. King George VI gave him an honorary title, the George Foster Peabody Awards tapped him four times, and the Overseas Press Club came through with five plaques.

Married since 1934 to a girl named Janet Brewster, Ed now lives in a city apartment with his wife and ten-year-old son Charles, retreating to a 280-acre dairy farm in Pawling, N. Y., on weekends and for a month or two in the summer. His hobbies are golf, shooting, and a herd of forty-five Holsteins. Having been a logger in the northwest timberlands during high school and college vacations, Ed still considers himself a hot performer with an ax. ("Better than I am with a typewriter.")

At forty-eight, Murrow is a Big Wheel in the new aristocracy of communications, and has the aplomb, the voice, and the manner to go with it. He created "See It Now" for television and "This I Believe" for radio. History and Murrow seem to have taken out patents on each other; he has been broadcasting the news with such authority for so long that the two seem inseparable. One Illinois woman wrote him recently, "I couldn't have lived through the war without you." In the Thirties, he worked for the Carnegie and Rockefeller Foundations in London, Paris, Berlin, Geneva, and Vienna. He became European director for CBS in 1937, a job he describes as "a front row seat for some of the greatest news events in history." Among the events Murrow enjoyed at intimate range were Austria's *Anschluss* with Germany, the blitz in England, and aerial combat missions with British and Americans. He was the first correspondent inside the Nazi concentration camp at Buchenwald. Since then he has managed to be on hand for the Korean War, Princess Elizabeth's wedding and her coronation, the Berlin airlift, Churchill's return to power, and all the recent U. S. presidential conventions.

CO-PRODUCERS *Jesse Zousmer and John Aaron coach, work out timing, and often calm down nervous guests.*

Nowadays Murrow is still traveling, but his journeys on behalf of "Person to Person" are performed through the magic of electronics. Ed's end of the conversations takes place in a New York CBS studio from the depths of an easy chair.

"Person to Person" is owned jointly by Ed and his two producers, John Aaron and Jesse Zousmer. In the framework of CBS, the show occupies the position of an independent republic, with its own staff and offices. The republic began life casually, according to Murrow. "John, Jesse, and I kicked the idea around in bars for a month or so, tried a pilot show or two, and then went on the air. Actually, we've hardly changed the format at all since the beginning." The first commercial sponsor was Noxzema. Currently, two firms share commercials, American Oil Company and Elgin National Watch Company, with the Hamm Brewing Company participating in some parts of the South and Midwest.

Brewing Up Complaints

Like all popular TV shows, this one draws many letters of comment from its audience. Some writers have taken exception to the sponsor, as did an Oklahoma couple who observed tartly: "We object to having beer advertising thrust on us in our own home." A Cincinnati man took issue with tobacco in a note which said, "You seem to have a cigarette between your fingers constantly. It is hard to understand how one of your standing can afford to set this example before the public. Furthermore, I hear you are sponsored by a beer company. Surely this cannot be true of one who comes of fine

Christian parentage." Undeterred by his critics, Ed is still smoking calmly through his broadcasts, and the brewing company is still picking up part of the bill.

His chats with program guests go smoothly on the whole, although the Murrow poise has had an occasional trial by fire. One jolt occurred during the interview with Jeanmaire, at the moment she retired behind a screen to change from a dress into ballet clothes. Ed saw that a power cable had been left looped over a corner of the screen, and that in a matter of moments it might topple. "I got knots in my stomach when I realized what 20,000,000 people might see if that screen fell," he says. "Then just as the tottering got worse, she emerged, dressed."

Nothing Keeps Person from Person

When he visited Janet Leigh and Tony Curtis, trouble in the sound truck cut off his remarks to them, although their voices were still on the air. "They realized the situation instantly," he remembers, "and went on talking, asking each other my questions and carrying on as though nothing were wrong. Great troupers." Other mishaps have occurred at the home of Bob Smith, creator of Howdy Doody, where the parabolic microwave reflector broke as it was being hoisted to the top of the transmission tower; at Dinah Shore's, where a storm blew a big tree down on some of the equipment; and at the home of Martha Raye, where the current failed during a hurricane. Police combed the woods for the break in the power line, neighbors brought over portable generators, and service was not restored until air time; Martha went on without preliminary briefing. "She was fine anyway," Ed says.

Price of the Tower of Pinza

To persuade Benny Goodman to appear, the producers had to settle a bet Benny had made with his wife. "It's this way," Benny told them. "Recently you had my neighbor Ezio Pinza on your show. We watched the tower go up in their back yard, and we got to arguing about how much it set you back. I won't say what we bet, but if you'll tell us what that tower cost, we'll know who came closer. And I'll do your show." At Bob Hope's, John Aaron had trouble with the make-up man. At air time, Mr. and Mrs. Hope were all set for the opening scene outside the house, but the two daughters were missing. Aaron reports, "I found them in a bedroom, towels over their shoulders, and the make-up guy busy fixing spit curls. I said they had to scram and he said, sorry, they weren't finished yet. I said, 'You want these kids to be the only Hopes who never got on the air?' I grabbed them by the hand, towels and all, and rushed them down to the garden." The most opulent house the show has visited was Conrad Hilton's. The most inquisitive guest was Marlon Brando, who had never met Murrow. Aaron says he wanted to know what kind of a car Murrow drives. (It's a Lincoln.) Brando was surprised. "I thought he might be a big Cadillac man." Aaron said, "Well, you're a big movie man—where's your swimming pool?" Brando said, "I'm not ostentatious." Aaron retorted that Murrow isn't ostentatious either, that he drives a Lincoln because he received one as a gift after doing a Ford Foundation program. Marlon got the point, and the interview was extremely cordial.

One of the people Murrow has never managed to land for "Person to Person" is Greta Garbo. She was visiting the John Gunthers on the night of their show, and Gunther had planned to introduce her on the air as "Harriet Brown," a name she sometimes uses; but at the last minute she backed out.

Murrow's favorite story about the show involves a remark made by John Mason Brown to a sound engineer. The technician asked, "Mr. Brown, may I recharge your batteries?" and Brown replied, "Only God can do that, young man."

"Dahling—Who Was I?"

Tallulah Bankhead found "Person to Person" an unexpected ordeal. After her appearance she telephoned Murrow and ordered him to come to her hotel and have a drink with her. On his arrival she greeted him with the shakes. "Dahling!" she gasped. "Three minutes before air time I nearly *died!* It was awful, reahlly it was. On the stage I have lines to speak, a character to project, but tonight! It came to me suddenly, Dahling, I didn't know who the hell I was!"

Strangely enough, athletes have racked

(continued)

DOROTHY KILGALLEN AND HUSBAND *Richard Kollmar were Murrow guests. Though "Person to Person" specializes in celebrities, Ed coupled the Kollmar interview with visit to Midwest farm family.*

JANET MURROW *has traveled all over the world with her scoop-hunting husband, was in England with him during World War II, when his nightly "This Is London" broadcasts during the Nazi bombings made him famous.*

up a better score on the show than professional actors. Murrow considers them infallible performers. He asked Yogi Berra during the warmup whether he was nervous. Berra replied, "Nobody is throwing any fast balls at me, or coming at me with spiked shoes—why should I worry?"

But Nobody Liked Broad Lapels

After Adam Gimbel appeared with his designer-wife, Sophie, a viewer wrote an irate letter criticizing Mr. Gimbel's remarks about preferring "old clothes" and complaining about his wearing a jacket with old-fashioned broad lapels. The writer pointed out that Mr. Gimbel, being a celebrated department store tycoon, should know better, especially since the men's wear industry had laid out a $5,000,000 publicity program.

The transcript of Ed's interview with Gwen Cafritz, well-known Washington, D. C., hostess, shows that he was thoroughly out-talked by the lady, who remarked at one point that her indoor sport was conversation. Ed prefers brief answers to his questions and sets an informal time limit of thirty seconds, but Gwen foxed him all the way. Inquiring about her cocktail parties for four hundred and her intimate dinners for twenty-two, Ed asked, "What's your dinnertime schedule?"

Talk About Civilization

Gwen obliged him with a memorable quote: "Well, now, the time schedule is the thing which is so wonderful here, because, you see, dinners are called at eight o'clock and people come promptly at eight. You sit down at eight-twenty. The guest of honor—you hate to see him go, but the guest of honor leaves at about quarter to eleven, and by eleven o'clock all of us are home. So people can go out five nights a week without any great hardship on the men who all work very hard. Now, about these dinners: the conversation is usually perfectly marvelous. I think the thought in back of everybody's mind is *preserving civilization*. It always has been, before the last war, during the war, and afterwards. I mean that is the underlying thought."

Personages Outrate Persons

Biggest Trendex ratings for the Murrow show have been scored by Marilyn Monroe (top), Ethel Barrymore, Harry Truman (with Margaret as M. C.), Bing Crosby, Marlon Brando, Phil Silvers, Liberace, and Charlton Heston. Ed's theory that obscure private individuals can be just as interesting as celebrities is not shared by his producers or his viewers. Recently he remarked that his idea of a good show would be a visit to a Midwestern farmhouse in the middle of the winter. During late January the program made such a visit, pairing it with fifteen minutes in the home of Dorothy Kilgallen and Richard Kollmar. It costs the show from $15,000 to $30,000 to make a visit, depending on the tower costs involved and the distance to the nearest network facilities.

On the day of the Dorothy Kilgallen-Richard Kollmar broadcast, the CBS truck arrived in front of their home at 2:30 in the afternoon. Four cameras were unloaded and large quantities of equipment were carried into the house. To protect the foyer carpeting, a large acreage of canvas had been laid down. An army of technicians swarmed over three of the floors, installing wires, running cables, stringing spotlights, and speaking into mysterious black boxes with winking colored lights. In the red-walled dining room a TV camera gazed with its single eye across a polished circular table bearing red roses. Another stood unblinking in the drawing room opposite, and a third and fourth faced two sofas in front of a fireplace in the library upstairs. An engineer explained with diagrams just how the signal would go across the country. "The sound goes by telephone," he said. "We've installed six lines here for various purposes. The video signal goes to the roof and bounces off a parabolic reflector to the spire of the Chrysler building in the line of sight. Now, if we were in Connecticut we would have to build a tower high enough to enable us to see the mast of the Empire State Building through infrared binoculars. From the Chrysler tower it goes to Master Control on the fourth floor of Grand Central, then down to Ed Murrow on three. Then it goes back to Master Control and off to the transmitter on top of the Empire State." I asked him how much current the show

required. "Two hundred amperes," he said. "If they haven't got it, we bring it in." I watched an engineer checking speakers along the circuit. Ed's guests can hear him, but they can't see him.

At eight-thirty, Dorothy appeared in a turquoise chiffon gown with a glittering bolero, but without make-up. "Don't you *dare* take any pictures," she warned me. I put my Contax away. Dick came down the stairs, trailing an antenna wire safety-pinned to one pantleg. A director coached Dorothy on walking down the white carpeted hall. "Walk *slowly*," he said.

Preliminary Paces

At nine-fifteen, a FAX rehearsal began, which is TV-talk for a camera run-through. The Kollmars went briefly through their paces, the cameramen worked on their light levels, sound men checked for noise. At nine-thirty, the remote director took Murrow's role on the spot for a CO-ORD rehearsal, equivalent to a dress rehearsal in the theatre. Miss Kilgallen still hadn't had time to get made up. An engineer walked through the rooms muttering into one of the walkie-talkies. This struck another workman as funny. "Talking to yourself again, hey bud?" he joked. Dorothy came downstairs with her face on. Amid general merriment the two technicians dove under Dorothy's skirts to attach her batteries and the tiny amplifier. I grabbed my Contax and snapped some pictures of this routine. I am sorry to say they turned out blurred. Dorothy said, "This is dreadful—I'm scared to death. 'What's My Line?' is a picnic compared to this." At ten, the principals, including the Kollmars' young daughter, were pronounced ready. (The Kollmar segment of the show was scheduled for the second half, but for strategic reasons both sections must stand by for both time sections.) A director looked at me severely. "No pictures during the show," he said. "We pick up the clicks, and besides, you guys are always tripping over something or casting shadows."

At 10:25 a voice from Control ordered all lights turned on and said, "Everybody out except crew and the Kollmars. Silence all the house phones and make sure all TV sets are turned off."

The voice went on, counting minutes as in the firing of an Aerobee rocket. "Four minutes," and then, "Three minutes." Dorothy and Dick looked fidgety on a hall sofa. "Two minutes." The cameramen stared through their finders. Everyone was rigid. "One minute."

Spectator Gets Stage Fright

At zero hour, Ed's voice was heard introducing a farm family in Champaign, Illinois, and the Midwest interview proceeded, although the replies could not be heard. The lights stayed on. The crew lit cigarettes. At 10:35 I made some shots of the Kollmars imprisoned on their sofa and fled the five blocks back to my apartment at a brisk trot. Just made it, too. When I turned on my set, Ed Murrow was introducing the Kollmar family. They looked self-possessed and relaxed. Sitting in his easy chair in the studio, Ed looked at peace, unruffled, loaded with poise.

Not me. Hands shaking, I took a couple of aspirins. THE END

MURROW FLEES NEW YORK ON WEEKENDS *to relax with ten-year-old son, Charles Casey, at the 280-acre dairy farm in upstate Pawling. CBS made him a vice-president in 1945, but he resigned two years later because he missed the excitement of a reporter's life. "Besides," he explains, "budgets throw me for a loop, and I hate to fire people."*

Why Leave For Murrow?

By CHARLES MERCER

NEW YORK (AP)—When Edward R. Murrow leaves CBS July 1 on a year's leave of absence, television and radio will lose its foremost journalist.

Under the terms of his contract, which has several years to run, Murrow says he is obligated legally and morally to return.

"You're talking to a tired 50-year-old who wants a rest," he told me the other day. "It's an age to enjoy some travel and contemplation if you have the time. That's all there is to my requesting a leave."

Since Murrow did not tell me more, it would be presumptuous to try to read his mind. Yet from a variety of sources other than Murrow, one can gather facts that should bear substantially on his contemplations while traveling.

Murrow, Edward R., Fiftyish, reporter. Health: Excellent. Personal life: Happy; a wife, a son, a farm in Pawling, N. Y., that's a pleasant home. Temperament: Reserved, some say "Shy," extremely slow to anger, cool and lucid when the going's rough. Acquaintances: Innumerable. Intimate friends: Extremely few.

Financial worries: None for the rest of his life. Principal interests: The communication of ideas to people, his craft as a reporter. Principal concern: "I believe this country is in grave and perhaps mortal danger."

CBS EMPLOYE FOR 25 YEARS

Achievements: Employed by CBS for 25 years, principally as a reporter. Did a hitch as a network executive, didn't like it. His "See It Now" series an outstanding contribution to TV journalism. A classic in its field, the recipient of many awards.

"Person to Person" interview series long a popular and commercially successful series. "Small World" conversational series very popular, plans to continue doing some while on leave.

Researcher's comments:

Murrow is that rarity in the modern corporate world of togetherness, a loner. This extraordinary in the habitat of Manhattan. It leads one to be viewed with suspicion, alarm and jealousy.

One finds numerous instances of men Murrow has quietly helped in their careers. One cannot find an instance of Murrow knifing another in the back.

His enemies charge that he grew too big. Curiously, through no special desire of his own, a thing sometimes becomes overly significant simply because he says it. Basically this is because he reached people, whether t agree or disagree with him.

An example was his recent r ration of the CBS radio progra "The Business of Sex," wh linked some instances of prost

So

He plant "Ho hand dien hot ties bre

...g and Queen turned out for the occasion). By any other name, *Lady* is a bloomin' winner.

TELEVISION

Don't See It Now

To Murrow and to Murrow and to Murrow crept in this petty pace many of the bell-clanging news stories of the past quarter-century. By 1941, after covering the blitz in Britain, Edward Roscoe Murrow was prestigious enough to be an intimate of F.D.R., and by 1946 (it took a bit more doing), important enough to be a vice president of CBS. But within two years he had abandoned his desk and paper-shuffling, and by 1951 was spending most of his energy on *See It Now*, the high-cost (up to $100,000 per show) documentary which, on subjects from Nasser to segregation, came as close as TV ever had to imaginative journalism.

But *See It Now* and its sometimes overdone passion for the controversial proved too controversial for many advertisers. Last year, despite violent protests by Murrow, the show went off the air. Soon afterward, Murrow delivered his celebrated Chicago speech charging TV with "decadence and escapism." Reporter-Entertainer Murrow was stripped down to the chitchat of TV's *Person to Person* and *Small World*, a daily radio news report and an occasional guest shot as a big-name narrator. Moreover, Ed Murrow got into deep water with his scarcely responsible *The Business of Sex* (TIME, Jan. 26 *et seq.*). Last week Ed Murrow indulged in a little escapism of his own, announced he would take a year's leave of absence from CBS for "traveling, listening, reading and trying to learn." Murrow, now 50, insists that he will report back for work on July 1, 1960. His replacement on *Person to Person*: Arthur Godfrey.

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with him.

is recent nar-
adio program,
Sex," which
es of prostitu-

tion with some men in their business dealings.

Murrow read the prepared script as an accommodation to CBS; he did not have to do it. In the ensuing hullabaloo from some quarters it was made to appear that this well-known situation was a sinful notion dreamed up by Edward R. Murrow.

After CBS axed "See It Now" for reasons never satisfactorily explained by anyone, you can trace a growing disenchantment between Murrow and the conformist, cautious current programming trend of commercial television.

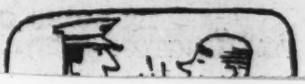
He spoke out sharply against it before a professional group in Chicago—and horrified the corporate thinkers. He spoke out against it again over station WGBH in Boston—emphasizing that he spoke as an individual. In a speech at Columbia, which was not publicized, he repeated his personal views.

It can be argued that none of these things is related to Murrow's asking—and receiving—a leave of absence. But it can't be denied that they constitute food for thought to a man on leave.

Quick Relief from Pile Irritation

40 years ago a Buffalo druggist created an ointment to relieve itching and smarting of piles. It brought such quick, cooling, soothing, astringent relief that its fame spread across the land making Peterson's Ointment a favorite in thousands of homes. Ask your druggist today for 50c box or 75c applicator tube. Peterson's Ointment delights or money back.

ADVT.



MR. MURROW'S EXIT

Comment on C. B. S. Commentator's Decision to Take a Year's Leave

By JACK GOULD

THE decision of Edward R. Murrow to take a year's leave of absence from the Columbia Broadcasting System, beginning July 1, understandably generated extensive tongue wagging in the television world last week.

What lent both importance and interest to the commentator's action in discontinuing regular radio and TV activity, except for "Small World," are the multiple roles that Mr. Murrow either plays or has come to represent in broadcasting.

First, there is Mr. Murrow as a symbol in radio and television; second, Mr. Murrow, the person, and third, Mr. Murrow, the employe of the Columbia Broadcasting System. The three roles necessarily are interwoven but taken together they explain why even a temporary alteration in the commentator's status is not a run-of-the-mill sabbatical.

As a symbol, Mr. Murrow has stood for a form of television in which he has had no peer thus far. It is the intelligent and searching examination of vital public issues that by their very nature are often bound to be highly controversial. Together with Fred W. Friendly, his colleague, Mr. Murrow's documentaries, for seven years known as "See It Now," demonstrated not only the maturity that the home screen can attain but also the excitement and value of the new tool of electronic journalism.

Record

Whatever the limitless facets of the story of Mr. Murrow, the basic all-important record of both what he has done and what has happened to him speaks for itself.

"See It Now" started in 1951 and for three years—1953 through 1955—was seen in weekday evening time; this was the period of its peak excitement, exemplified in the telecast on the late Senator Joseph R. McCarthy, Republican of Wisconsin, and related programs dealing with civil rights. From 1956 through 1958 the program's time was expanded to an hour but it was seen about ten times a year.

Last July, for reasons that neither C. B. S. nor Mr. Murrow will discuss, the name of "See It Now" was peremptorily dropped. Thereafter Mr. Murrow and Mr. Friendly went ahead with "Small World" and by midseason had only done a single documentary. There is a possibility of one more before July.

However, Mr. Murrow subsequently did decline to accept personally an award for "See It Now" because the program had gone off the air. And the commentator took the step last fall of appealing to all of television publicly—for years he has privately expressed strong views on broadcasting's responsibility—to set aside prime evening time for matters of public affairs. At a time when the world is beset by crises of urgency, he pointed out, TV is prone to wrap the viewer in the comforting cloak of escapism.

Disconcerting

The seeming withdrawal of Mr. Murrow from the fray, particularly after he had underscored that the needs of the hour are pressing and do not permit of the luxury of postponement, was bound to be disconcerting to those concerned over the medium's well-being, of whom there are many in the industry itself. There was talk—though the parallel is far from precise—that Mr. Murrow's leave was reminiscent of the day that Sylvester L. Weaver Jr. left the National Broadcasting Company. Neither is indispensable but both have been impatient with the status quo.

C. B. S. and the other networks have offered documentaries, many of them quite fine, but none has had the same style and imprint as those of Mr. Murrow. At a time when more of the best of Murrow is precisely what TV could use the exchange of letters between the commentator and Frank Stanton, president of C. B. S., indicated that there would be less.

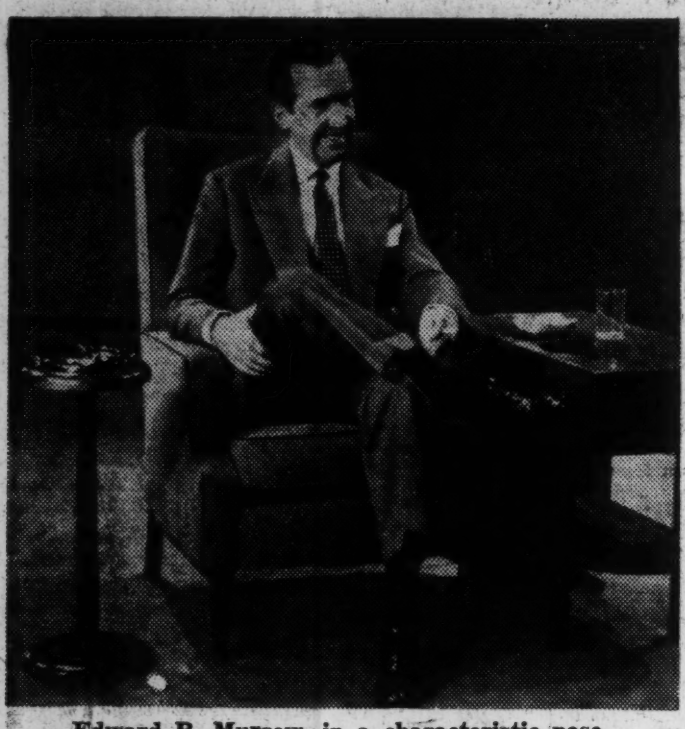
Mr. Murrow, the person, is complex. In TV terms, he is the combination of the matinee idol and the pundit, the rare egghead who is also videogenic. For some time he has been the highest-paid commentator by far; no other news analyst boasts of anything like two regularly sponsored half hours on television. His annual income long has been in six figures and his share in the capital gains sale of "Person to Person" to C. B. S. is rumored to have run into seven. That is one of the programs that he is giving up; he will be replaced by Arthur Godfrey.

Personage

All of which means that by a show-business definition Mr. Murrow is a star, a celebrity, which no other commentator is in the same way or degree. Fundamentally, it has been a major asset. Television has innate respect for anyone who can help soothe the stockholders.

But for Mr. Murrow, as he recognizes, there are dangers in the busy TV life, especially for the journalist. Five radio shows a week, two TV programs and occasional documentaries can turn a reporter into an actor; there are not enough hours in the week to do personally all the legwork that might be desirable. Whatever his view of world problems and TV, Mr. Murrow quite possibly may have recognized his personal problem in the nick of time. The sheer mechanics of broadcasting can be so time-consuming as to leave one in a coast-to-coast vacuum without being aware of it.

As an employe of C.B.S., Mr. Murrow's position—he has been with the network for roughly half of his fifty years—has been unusual. The National Broadcasting Company stated last week that it would be delighted if Mr. Murrow should drop by for lunch upon expiration of his C.B.S. contract—just when that will be is superclassified information— but for all the strained relations that have prevailed at Columbia it is most unlikely that he would want to work elsewhere. He's probably not so much mad at C.B.S. as puzzled by it.



Edward R. Murrow, in a characteristic pose.

Put another way, Mr. Murrow is an individualist in the middle of a drama of an organization. For many years he was on exceedingly close terms with William S. Paley, chairman of the board of C.B.S., both in a social and professional sense; it's probably a safe guess that he still admires the man as much as anyone in broadcasting.

But when C.B.S. suddenly became a king-sized radio operation with its lightning raid on N.B.C. talent and this was followed by the advent of television, there was set in motion at Columbia the process of emerging "bigness" that is still continuing. And "bigness" brings its own built-in difficulties.

Probably there is no happier relationship than that existing directly between the highest policy maker and an energetic worker in the ranks. But in addition to Mr. Murrow's operations, management could not be indifferent to the C. B. S. News Department. In a growing concern, there can be morale problems if one individual out of many has a direct pipeline to the top; but there also can be difficulties if that pipeline is either broken or, say, bent a good deal without sensitive regard for the element of personal feeling.

The administration of a television network today necessarily involves a great deal of rule by committee, if only because a slightest alteration in a schedule can have a bewildering number of ramifications affecting many departments. What this has meant is that for those executives sympathetic to the news side of broadcasting there may be others who apply a different set of perspectives.

Most networks, including C.B.S., believe that they have efficient methods of internal communications. But a great many creative people in TV feel that while the lines from the bottom to the top do exist it can be a formidable feat to penetrate the echelons that lie in between. There's nothing like the accumulation of a portfolio of memoranda to dampen one's missionary ardor.

The unresolved aspect of Mr. Murrow's situation is the matter of precisely what did or did not happen with respect to "See It Now." It is only fair to state that C. B. S. management does not feel the incident has been accurately reported but that for policy reasons it cannot assist in a clarification. Mr. Murrow states only management can explain. Even the C. B. S. family, however, publicly treads the water's edge. Eric Sevareid has said the high cost of film was probably one of the factors; Mr. Murrow has said he doesn't think cost was a primary influence.

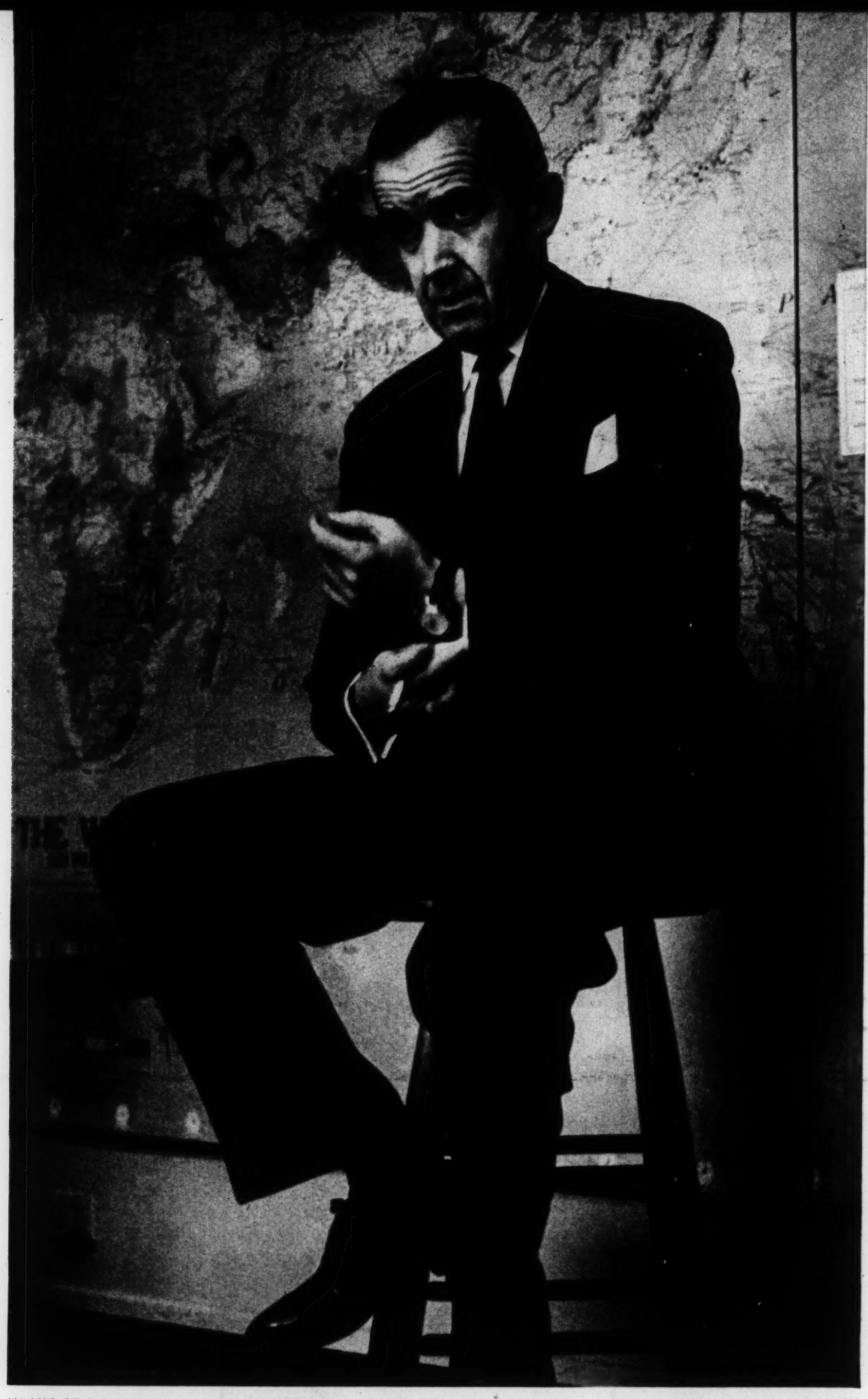
Reasons

The familiar curtain of no comment, as it always does, has enlivened speculation. And one report simply will not die. With Mr. Murrow required to go through channels, with the demise of the title "See It Now" and what it stood for, has not the net effect of recent C. B. S. history been to reduce the odds against the troublesome repercussions that often greeted the Murrow efforts?

Out of last week's perplexing developments, however, there could be constructive gain. Mr. Murrow has mentioned that if in the course of his travels next year he "happened" to come across a story he would like to keep his hand in. He would not mind, for instance, if he happened to be the first American television reporter to roam the interior of Red China. Those who know him well also doubt if he will be plowing a furrow at his farm if the British have an exciting election soon and he can be in the midst of it all in his beloved London.

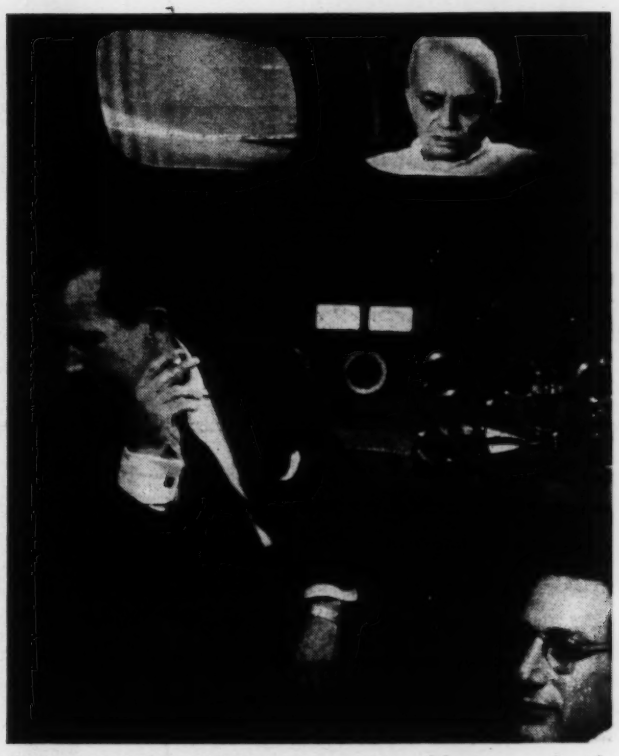
Mr. Stanton has made clear that if Mr. Murrow does "happen" to find something he will have no objection if officials of N. B. C. and the American Broadcasting Company were forced, as usual, to watch the commentator on Channel 2.

The viewer can only concur. Mr. Murrow and C. B. S. need each other.



IN HIS CBS OFFICE, MURROW MAKES PLANS FOR WORLD TOUR HE WILL TAKE DURING HIS LEAVE FROM TV

WITH LOUIS ARMSTRONG Murrow produced TV documentary of trumpeter's first visit to African Gold Coast.



WITH PANDIT NEHRU on monitor, Murrow and aide Fred Friendly await start of an interview show on India.

NOW YOU DON'T 'SEE IT NOW'

Murrow, TV's star and sharp critic, takes year off

About the only thing television's detractors and defenders could agree on is that Edward R. Murrow gives the medium a measure of stature. His thoughtful Columbia Broadcasting System programs stand so far above the usual channel clutter that the comparison is embarrassing to many in the business. Murrow in turn has been embarrassed and appalled by most of what TV puts on. He has publicly told broadcasters that their avalanches of escapist entertainment were blocking TV from more abrasive realities. But last week, when Murrow decided to take a year's absence from deadline-type TV, even CBS's most hard-sell time salesmen were sure he would be missed.

Murrow, once a vice president of CBS, was always a man apart at television's high levels because he held that information mattered more than entertainment. That it also cost more and often earned less was a difficulty he tried to cope with by both entertaining and informing. He visited celebrities' homes on his frilly *Person to Person* show. But he also examined the background of the news with *See It Now* and brought world figures together in conversation on *Small World*. On *See It Now*, before CBS cancelled the show, he had memorable encounters with memorable men (*right*). When he announced his sabbatical, Murrow said he would still contribute *Small World* conversation shows and be back at his desk after a lot of traveling and unhurried thinking.

WITH HARRY TRUMAN, commentator produced his hour-long television version of the ex-President's memoirs.

MAR 2.'59

THE END OF 'SEE IT NOW'

Demise of Unique Show Leaves a Wide TV Gap

By JACK GOULD

"SEE IT NOW," which contributed so notably to the maturity of the television medium, is the latest victim of the slow process of erosion in video.

Last Monday evening's presentation of "Watch on the Ruhr," a fascinating examination of the rise of Germany since the end of World War II, was the final program in a run that began seven years ago on the Columbia Broadcasting System network.

Whether Edward R. Murrow and Fred W. Friendly hereafter will engage in the same sort of reporting in depth is highly uncertain. It appears that the title "See It Now" is to be scrapped.

C. B. S. talks vaguely of the possibility of "one or two" or "three or four" documentaries next season; this past season there were ten presentations of "See It Now." Even if they should do a few journalistic documentaries, Mr. Murrow and Mr. Friendly will not be enjoying the same freedom they once had. Instead of being their own judges of subject matter, their endeavors will be subject to approval by the C. B. S. management.

Moreover, Mr. Murrow and Mr. Friendly probably will have their hands full with their new weekly series entitled "Small World." On "Small World" individuals in different parts of the world will converse over radio circuits and will be simultaneously photographed on film. With editing the end product will be an international conversation.

"Small World" sounds like an intriguing idea and could be lively. John L. Lewis, labor leader, and Vivien Leigh, British actress, might discuss Shakespeare, it was suggested. Good talk is always welcome on TV.

Theatrical

But manifestly "Small World" is not going to be a substitute for "See It Now." The theatrical overtones and the pursuit of popularity are evident in the program's prospectus. Its format neither permits, nor is intended to allow, searching study of matters of controversy.

The team of Murrow and iFriendly, in short, has not been immune to the inexorable law of contemporary TV: continuing compromise. Were they not to go ahead with "Small World," their action might mean unemployment for their loyal staff, which has worked with such dedication on "See It Now."

The fate of "See It Now" as an individual program perhaps would not be very important if there were other programs of a like nature doing a like job. But "See It Now" has been unique. Even with its faults—and it did not invariably ring the bell—it was in a class by itself in its qualitative pursuit of electronic journalism of the highest order. Judged by its record of seven years it was tops in sustained candor and courage.

The difficulties experienced by "See It Now" reflects more fundamental problems afflicting TV generally, more particularly forthright TV journalistic documentaries.

At the moment almost all types of public-service programing are being reviewed and reappraised in light of the economics of the medium. Competition for the sale of time never has been so fierce and, as noted in these columns before, sponsors want so-called "hard sell" presentations of demonstrated popular appeal.

Sponsors

Under such sales criteria "See It Now" had great difficulty in the past year in attracting sponsorship. In turn, this explains in part the weakened enthusiasm of C. B. S. management for the project. "See It Now," as compared, for instance, with a quiz, was "troublesome" because it did deal with controversial themes. By these lights it was a headache that didn't produce revenue.

In other words, there does exist an economic pressure that tends to push TV in the direction of safer innocuity; also there is political pressure. At the moment the networks are being investigated on a half-dozen fronts in Washington, and individual Congressmen have not hesitated to hint darkly of legislative consequences.

One member of the House of Representatives, for instance, thought he detected a mathematical lack of balance in a television program dealing with statehood for Alaska. He wrote the network his feelings, mentioned the matter of television regulation and was rewarded with fifteen minutes of free time.

The consequence of bowing to these multiple pressures is a steady retreat into blandness. The pretense of public service can be maintained by the presentation of interesting yet harmless documentaries on the past. Topics can be so chosen that the illusion of dealing with controversy is preserved, yet the risk of forthright examination of really vital issues is avoided.

"See It Now" has dealt with the late Senator Joseph R. McCarthy, integration and the perils of hydrogen fallout. Last week a publicity blurb for "Small World" suggested that next season Mr. Murrow might talk with Lauren Bacall and Malcolm Muggeridge on "whether suffrage for women is really a good idea." Presumably an analysis of mother love may come later.

Ironically, in a recent interview, Mr. Murrow himself indicated that he doubted if a program such as "See It Now" would ever be initiated in the present environment of television. Though the need for forthright and independent reporting is greater than ever—the loss of a sense of urgency in international relations and the decay in integrity in Washington surely cry out for the "See It Now" type of probing—the TV industry is virtually confessing that its structure is economically unsound and politically so insecure that it cannot present programs of genuine substance at hours when most people can see them.

The commercial rationalizations of the problem are familiar. But this does not alter the disheartening truth that the face of television is changing, that its high potential and promise in the field of information is slowly dwindling away. Next year there will be more quizzes and Westerns. Somebody will win $400,000 for assimilating facts that can be readily looked up, Hollywood stereotypes will bare their manly chests and "See It Now" will slowly die.

include bracciole, stuffed beef rolls. It should be tender but not too soft. Drain and rinse in cold water. Let stand and serve the sauce over. Yield: One serving.

A New, Busy Life For Mrs. Murrow

By VIRGINIA LEE WARREN

Mrs. Edward R. Murrow, widow of the famed radio and television commentator and executive, is in the city these days as part of an arrangement that many another widow might envy.

It calls for her to spend one week out of every month here (where she used to live with her husband) and the other three weeks in the pleasant college town of South Hadley, Mass. (where she went to school).

Janet Murrow is back at her alma mater, Mount Holyoke, but this time in a paying job that she finds stimulating.

"Right now I'm in a furnished apartment, all our things are in storage, but I may build a house there," she said yesterday in the quarters she maintains here on the Upper East Side. (She and her husband lived on Park Avenue.)

The Main Reason

The main reason she comes to New York is to work for Henry Street Settlement—she's been on its board for more than 20 years—and she now calls upon foundations or other possible sources of funds.

"I don't mind going to people I don't know and asking for money for such a worthy cause," she said as she sat in her living room, a bowl of jonquils shooting up straight and golden from their bulbs at her elbow. "But I don't like asking my friends. Some fund-raisers feel just the opposite—they're timid about calling strangers, and don't mind going to friends."

At Mount Holyoke Mrs. Murrow is also raising money, in her capacity as executive director of the Friends of Art.

"We have a fine new art building," she explained, "and we need the money to put on exhibitions, among other things." Mrs. Murrow's job, which she has had since last September, also calls for her to serve as associate director of the art collection and as executive director of the art advisory committee.

Chance to Learn

"When Mrs. August Belmont, she's a very dear friend of mine, heard of all this, she looked at me as only Mrs. Belmont can and then asked, 'And what are your qualifications for this work?'" Mrs. Murrow laughed heartily as she recalled the incident.

"As a matter of fact," she went on, "while I've always been interested in art, I'm not very knowledgeable about it. But that's one of the best things about the job — it gives me a chance to learn."

Mrs. Murrow has never been one just to sit at home.

"Ed always encouraged me to be independent, "she said, "and while I'd always kept busy [she served as London representative of the American organization, Bundles for Britain, during the war years when her husband was broadcasting from London] I took on still more jobs, volunteer ones that is, after his death. That was in 1965.

"Then there came a day when I said, 'Do I really want to spend the rest of my life on boards and going to meetings?' The answer was 'No' and I resigned from everything except Mount Holyoke — I was a trustee at the time — and Henry Street Settlement."

In the intervening years she took a house in London for a while, spent some time at the Murrows' 281-acre farm near Pawling (it is now rented) and saw her only son, Charles Casey Murrow, marry and move to Vermont where he and his wife are now teaching.

"Casey," she said, "wants to make a career in elementary public education." And that seems fitting, somehow. Edward R. Murrow was in education and wondered seriously whether he should give it up to go into broadcasting. And Janet Murrow had taught in her home town of Middletown, Conn., between her graduation from Mount Holyoke in 1933 and her marriage the following year.

'Something Special'

She is still interested in education in general and being back on the Mount Holyoke Campus has made her more sure than ever that there is place for girls' colleges.

"I feel," she said, "that a girl can get something special out of studying at one of them. A good many girls need time to develop without competing with men. Also, at a place like Mount Holyoke, a girl has a chance to take on responsibility, while at a coeducational institution the men are more likely to be given that chance."

Mrs. Murrow does not feel quite so strongly about men's colleges going coeducational.

"A place like Yale," she said, "can attract the best girls, but a girls college is not likely to attract the best men."

Then she remembered that besides the 1,750 girls at Mount Holyoke there are 14 male students and, tactful and kind person that she is, she said, "They are certainly bright and attractive." After a brief pause, she added, "But then they are there only for their junior year."

The New York Times/Robert Walker

Janet Murrow has two jobs in two places, one paying, one volunteer, and finds, as has many a widow before her, that work is best solace.

they have a few drinks, and too many young reporters who can't resist slipping into their files what they have heard during drinking sessions. I think pointing a finger of blame at any of the exasperated parties in the press-USIS-military conflict is a serious mistake. No one is really at fault. It is just Viet Nam."

MAGAZINES

Harper's Bazaar

In the four years since John Cowles Jr., 35, succeeded his father as editor of the Minneapolis Star and Tribune, he has added luster to the family name and papers. Intense and Harvard-educated, he also helped vitalize his community, led the campaign that raised $2,300,000 to build the handsome new Tyrone Guthrie repertory theater. Last week Editor Cowles branched out, geographically as well as culturally, by acquiring a half-interest in *Harper's*.

The 114-year-old monthly, which has been owned all these years by the respected book-publishing house of Harper & Brothers (in 1962 it became Harper & Row), will henceforth be the property of a private corporation, owned jointly by Cowles and Harper. The book-publishing firm felt that it had grown too big to do justice to its venerable magazine. Cowles, on the other hand, has dreamed of running a magazine since his college days. Ten years ago, when he was offered a job on *Harper's* by his longtime friend Editor John Fischer, Cowles reluctantly refused in order to learn the ropes in Minneapolis. His wife is the stepdaughter of Harper & Row Chairman Cass Canfield.

No major changes are planned for *Harper's*. Since 1955, its circulation has increased from 190,000 to 280,000, its advertising revenue has quadrupled (to $1,600,000 in 1964). Says Cowles: "What Jack Fischer's been doing suits me to a T. I want more of it."

BROADCASTING

Voice of Crisis

"The night attack has started, and I am with a fire brigade in a sandbag crow's nest on top of a tall building near the Thames." So somberly, portentously, Edward R. Murrow began an evening broadcast of the London blitz in the early days of World War II. To listeners in the U.S., his resonant, sepulchral voice came to convey the grim reality of war. Murrow followed Londoners on their way to air-raid shelters and caught their measured footsteps on his mike; he joined R.A.F. bomber pilots on their raids over Germany and described the nightmarish rainbow of flak and fire. "The fall of Britain," said a friend, "would have been as meaningful to him as the loss of a child. He internalizes world events. They flow through him like a stream."

Last week the famed wartime voice was stilled. Ed Murrow, at 57, died of cancer in his home in Pawling, N.Y. The reputation he built in London would have assured him a place in the history of journalism, but he returned from the war to become the leading TV newscaster of his time. For seven years at CBS, he and Fred Friendly, now president of CBS News, produced a provocative news special, *See It Now*, which courted controversy in a notoriously timid medium. Their most famous program was a devastatingly understated attack on Senator Joe McCarthy in his heyday. Murrow also broadcast the news for 15 minutes every weekday night for 13 years, beginning each program with the solemn intonation: "This . . . is . . . the . . . news."

Murrow hosted a lightweight but highly profitable program, *Person to Person*, in which he invaded two celebrities' homes each week to exchange idle but engaging chit-chat. On the nation's TV sets, he could be seen sitting before a picture tube of his own, smoking incessantly while he commented on the guided tour that had been arranged in elaborate detail. Liz Taylor, Marilyn Monroe, Rocky Graziano, the Duke and Duchess of Windsor and Krishna Menon opened their homes to Murrow. And it was on this program that the dour newscaster was first observed to laugh over the air.

MURROW IN WARTIME LONDON

Charter Member. "Ed couldn't wait to grow up," his mother once said of him. Born on a tenant farm in North Carolina, Murrow moved with his family to the state of Washington, later attended Washington State College, where he majored in speech. After graduation, he went to work for educational organizations and in 1935 was hired by CBS. Sent to Europe to line up cultural programs, he was on an assignment in Warsaw when he got word of the Nazi *Anschluss*. Hastily chartering a plane to Vienna, he arrived in time to broadcast the Nazi takeover. After this triumph, CBS installed him as a permanent commentator in London.

During the war, Murrow hired a talented broadcasting staff: Eric Sevareid, Howard K. Smith, William Shirer, Charles Collingwood. His generosity to the people who worked for him was legendary, and around the networks something akin to a Murrow cult was formed. Eventually one CBS man, who had had enough, organized a Murrow Ain't God Club, and Murrow himself applied for charter membership.

Straight Propaganda. For all his eminence on TV, Murrow fought a running battle with CBS brass for several years. A 28-man committee had been set up to approve all news programs, and in 1958 *See It Now* was dropped. Finally, Murrow gave a speech denouncing the whole industry for purveying "decadence, escapism and insulation from the realities of the world." A Democrat by leaning, he left TV in 1961 to take the job of director of the U.S. Information Agency under President Kennedy.

CBS

"PERSON TO PERSON" WITH MIKE TODD & LIZ TAYLOR
Every battle was internal.

As propaganda boss, Murrow proved an able administrator who insisted on playing every story straight for the rest of the world. Then, in 1964, he was forced to resign after a cancerous left lung was removed. Ever since he had gone into broadcasting, Murrow had smoked from 60 to 70 cigarettes a day. "I doubt very much that I could spend half an hour without a cigarette with any comfort or ease," he once declared after narrating a program linking cigarettes to cancer.

Ed Murrow's solemn, dramatic style of news delivery has gone out of fashion in TV today. The newscasters strive for a lighter touch in the manner of Huntley and Brinkley. But Murrow perfectly suited his anxious era. As he himself once explained: "The timing was right and the instrument powerful."

Murrow's historic era recalled in tributes

By Richard W. McManus

Staff writer of The Christian Science Monitor

Medford, Mass.

"One can get insights into the process of the creation of public opinion . . . the importance of symbols . . . certain qualities of reporting like immediacy, the impact of human reactions to the bombings. . . ."

The director of the Murrow Center of Public Diplomacy, Prof. Gregory Henderson, was speaking of the reporting style of the late Edward R. Murrow.

There will be tributes this week to Mr. Murrow, who for years was a correspondent for the Columbia Broadcasting System.

On Friday a former faculty lounge in the Fletcher School of Law and Diplomacy will be dedicated as a memorial room to Mr. Murrow. Bulging with memorabilia of the Murrow years, this pine-paneled, Jacobean-style room holds his correspondence with many heads of state, hundreds of radio and television tapes, 2,000 books, and 200 citations, plaques, and medals.

Highlight of ceremonies

Highlighting the Friday ceremonies will be panel discussions by prominent persons, including Frank J. Shakespeare Jr., director of the United States Information Agency; William P. Bundy, a former assistant secretary of state for East Asian affairs now with the Massachusetts Institute of Technology; Elie Abel, a former National Broadcasting Company correspondent now dean of the Columbia School of Journalism; and Dr. John P. Roche, the Herter professor of international relations at Brandeis University. They will discuss "Public Diplomacy and United States Foreign Policy."

That will be in the morning. A Friday-afternoon panel includes Dr. Daniel P. Moynihan, a former adviser to President Nixon now at Harvard University; James Reston, a New York Times columnist; and Eric Sevareid, a CBS commentator. They will discuss "Responsibilities of the Media in Foreign Affairs."

The memorial room will be used for seminars in public diplomacy and as a conference center.

Public diplomacy, says Professor Henderson, goes beyond traditional subjects like diplomatic history, international law, and economics. It deals with public information, how it is formed (mainly through the news media), and how it affects foreign policy.

"He [Mr. Murrow] was one of the people who made Americans conscious of our stake in World War II and the importance of values which the English could not defend alone," Professor Henderson said.

The Murrow style involved a calm, grave delivery and an emphasis on visual details that painted a word picture of war in such a way that listeners felt they were there.

A glimpse at some of the Murrow letters reveals other aspects of the man. For one thing, he was interested in history.

In 1955 he hoped to arrange a five-hour interview with Winston Churchill. In a letter he told the former British prime minister, "Consider the instruction and inspiration that might be drawn from similar visual documents of Lincoln, Pitt, and Hadrian if such documents existed." This interview, he continued, would cover "the great sweep of your [Churchill's] experience and part in world affairs and would not be calculated to make news or stimulate current controversy."

The project was turned down.

'Reheated issue' noted

In another letter Mr. Murrow commented on an issue heated up again recently by Vice-President Spiro T. Agnew: objective reporting.

In a letter to a college professor who criticized his tone for conveying "a certain impression," Mr. Murrow said:

"I'm grateful to you for having written as you did because those of us who enjoy this monopolized opportunity of uttering to our fellow countrymen are all too seldom subjected to the reasoned type of criticism contained in your letter."

At one end of the memorial room is a table Mr. Murrow used in writing his dispatches during the London blitzes. Hanging above it is a 1964 Medal of Freedom award, the highest civilian award conferred by a president.

When Mr. Murrow passed on in 1965, President Johnson praised him as "a man who dedicated his life both as a newsman and as a public official to an unrelenting search for truth."

The dedication ceremonies will also include a showing of a 1954 "See It Now" television program on Republican Sen. Joseph R. McCarthy of Wisconsin. At that time, Senator McCarthy was conducting a campaign against alleged Communist influence in the federal government. The documentary contributed to the decline of McCarthyism in the following months.

One broadcast from Britain described some German air raids, then told about a drive into the country. He described the canoes and other sailing craft on the Thames, the cars and thousands of bicycles parked along the river, a cricket match, and six small boys sliding down a straw stack.

"On Sunday the whole thing seems less real," the recorded voice said.

The memorial room is not open to the general public. But scholars doing research on Mr. Murrow can make arrangements to use the room. Mr. Murrow's radio and television tapes are available for anyone's use in the Wessel Library.

Photos by Peter W. Main, photo staff

The Edward R. Murrow Memorial Room

Some Murrow trophies and a visit with JFK

DEDICATION of Edward R. Murrow Memorial Room at Tufts brings together Fred W. Friendly, left, former CBS News president; Murrow's son, Casey, and his wife, Liza. CBS commentator Eric Sevareid is in background.

Nixon Aides Sow Distrust Of Media, Friendly Says

By DON CL APR 17 1971

The former president of CBS News, Fred W. Friendly, yesterday accused the Nixon Administration of trying "with malice aforethought" to "sow seeds" of distrust among the American people about the news media.

At the same time, he called fo rmore vogorous self-correction by the mass media through weekly press reviews on local public television stations. These, he said, could pit journalists against spokesmen from the public.

Friendly spoke at the dedication of the Edward R. Murrow Memorial Room at Tufts University's Fletcher School of Law and Diplomacy in Medford. A long-time colleague of the late commentator, Friendly is now the Murrow professor of broadcast journalism at Columbia University's Graduate School of Journalism.

"In 1971, the profession and traditions he (Murrow) pioneered again find themselves under siege, Friendly said, "this time not just from shrill senators, not just from special interest lobbies, but from the executive branch of government itself.

"What the executive branch of government, now led by the second highest office holder in the land, seems to be systematically attempting to do, with malice aforethought, is to sow seeds of serious doubt about the news media," he said.

"THE FALLOUT from that distrust," he warned, "can be as damaging as if the Chief Executive tried to circumvent due process of civil law or military justice.

"With all its power to communicate, can the government be so insecure abouut its policies that it must jam the system of searchlights and beacons that are the very safeguards of public opinion?"

Friendly stressed also that the government's need to regulate broadcast license standards should never be extended to the regulation of news content.

Friendly chided the printed press for "watching from a false sanctuary of self-righteous neutrality" while broadcast journalism is under fire; and he called on both branches of journalism to close ranks against a common threat.

"In our kind of interdependent society, that which threatens one estate weakens all," he said.

He urged support for CBS news executives Frank Stanton and Richard Salant, whose files on "The Selling of the Pentagon" have recently been subpoened by Congress. "This crisis of subpoenas," he said, was as grave as attacks upon the press during the McCarthy era. Friendly came to national attention when he and Murrow presented a sharp attack on Sen. Joseph McCarthy during the Senator's heyday.

ON THE QUESTION of self-criticism, Friendly said that Murrow was convinced "that a continuing critique of all news media was not only possible, but mandatory."

"Newspapers, magazines and broadcast stations do make mistakes," he said. "Correction of those errors and analysis of their news judgement is not what they always do best."

Friendly said the mass media owes the public an accounting and that public television could provide a forum for such an accounting. He proposed a forum on Channel 2, Boston's Public Television outlet, for criticism of the press.

"With one of the first and most imaginative stations in the country, Boston might be the first to try it," he said.

"In this freewheeling but structured Boston Press Review, let anyone who feels his ox has been gored, or his quotes taken out of context seek redress.

"When the Boston Globe or the Boston Herald Traveler does violence to the SDS or the administration at Harvard or the former city officials of Somerville, or WHDH-TV does an allegedly unfair documentary about Chelsea or WGBH criticizes the phone company, let the grievances be vented in Boston Press Review."

Broadcaster's Scripts, Tapes, Mementos at Tufts

Murrow Center Opens Apr. 16

By DON CLARK

A dozen empty boxes lay strewn on the office floor of Mrs. Eleanor Horan, administrative assistant of the Edward R. Murrow Center for Public Diplomacy at Tufts University.

Above the boxes, on the shelves, stood trophies and books and papers just unpacked.

Mrs. Horan pulled down a thick volume of television scripts entitled, "See It Now."

"JUST TO HANDLE these materials is one of the most exciting things you can imagine," she said.

"Talk about acres of diamonds in your own backyard, here it is," she added later.

She was referring to the lifetime records of famed CBS broadcaster Edward R. Murrow, who died of cancer in 1965 after a career that spanned nearly three decades.

The truckload of Murrow materials was given to the Center in December, 1969, by his widow, Janet, who now works at Smith College Museum in Northampton.

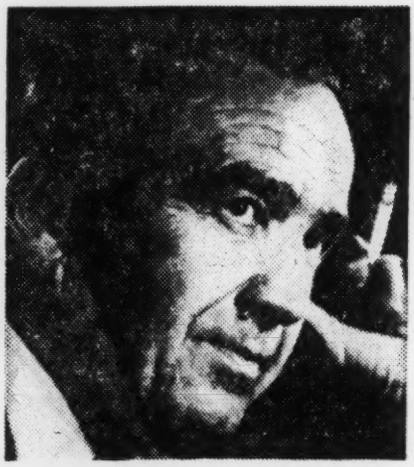
The materials include volumes of scripts, stacks of letters, hundreds of awards, 2,000 books, 13 honorary degrees, and miles of radio and television tapes.

BUT DUE TO the center's lack of funds and space, the crates remained unpacked in a fireproof warehouse for the past two years.

Then, in July, 1970, Gregory Henderson, who became acting director of the center, took steps to bring the collection out of storage.

He first deposited the radio and television tapes, which include the famed series "This Is London" and "This I Believe," in the audio/visual section of Wessell Library, a short walk from the center.

He then ordered the old faculty lounge—a sunny 30-by-18-foot walnut paneled room near his office—to be remodeled.



FAMED BROADCASTER Edward R. Murrow: His career materials will soon be available at Tufts University for students of his style and his era.

Nearly completed, the room will house Murrow's awards, writings, and certain articles of his furniture, such as a green rug, a black leather chair, and a table that he used as a desk in London during the battle of Britain.

THE MATERIALS will be ready for use in about three weeks, and an official opening is planned for April 16.

Henderson cites four groups that will find the Murrow materials of particular interest: students of British-American relations, students of the McCarthy era, students of media policy, and students of the impact of news reporting on foreign policy.

George Beal, circulation librarian of Wessell Library noted that as yet the library has no equipment for screening the television video tapes. Some 300 Murrow tapes, including such series as "See It Now" and "Person to Person," are being held by CBS in New York.

Another problem, Beal said, is that many of the radio tapes are on an outdated spool size for which the library has no recorder.

The tapes constitute a living documentary of an era, with interviews ranging from Marilyn Monroe to David Ben Gurion and exposes that include a head-on clash with Sen. Joseph McCarthy, who was then at the peak of his career.

EDMUND A. GULLION, dean of the Fletcher School of Law and Diplomacy, of which the Murrow Center is a section, said "It was Murrow's hope to come here and head this center, but that just wasn't to be."

The two men met in Africa while Murrow was director of the United States Information Agency under President Kennedy and Gullion was ambassador to the Congo.

Murrow criticized traditional trade-school methods of teaching journalism, Gullion said.

"He wanted a fully formed man, a man of genuine cultivation, because he felt this kind of man would be a better kind of broadcaster," Gullion said.

Besides their significance for scholarship, the materials will have great "inspirational value," Gullion said.

"ED MURROW COMBINED in his own life the careers for which our students are preparing," he said. "We believe these materials will vitalize their studies."

The center's advisory council includes a host of luminaries in the mass media, many of them former colleagues of Murrow: Eric Sevareid, Richard C. Hottelet, and Charles Collingwood, all of CBS; Howard K. Smith, Joseph C. Harsch and William H. Lawrence, all of ABC; James Reston, executive editor of The New York Times; Erwin Canham, editor-in-chief of The Christian Science Monitor, and others.

Several of these figures are expected to attend the April 16 ceremonial opening of the Murrow collection.

In This Corner

APR 17 1971

The Simple Eloquence Of That 'Good Tuesday'

By Stephen M. Johnson
Special to the Globe

"We will not walk in fear, one of another. We will not be driven by fear into an age of unreason if we dig deep in our history and remember that we are not descended from fearful men, not from men who fear to write, to speak, to associate with and to defend causes which were for the moment unpopular."

Edward R. Murrow, March 9, 1954. One of television's finest hours. It was "Good Tuesday," the devastating study of the mind and manner of Sen. Joseph McCarthy. McCarthy's political decline began, in a way, with the Murrow broadcast.

Ed Murrow did not walk in fear, and in part because of him the fear that was McCarthyism was challenged and then overcome.

The dark, sad face, the slow, measured tone, the ever-present cigarette, the simple eloquence and power of the message — it all came back yesterday.

Ed Murrow's family and friends gathered at Tufts University's Fletcher School of Law and Diplomacy in Medford, to dedi-

MURROW, Page 7

EDWARD R. MURROW
. . . unforgotten

Friends, colleagues recall simple elo

★ **MURROW**
Continued from Page 1

cate a memorial to one of broadcast journalism's most honored figures, who died in 1965 at the age of 57.

There were hundreds in all. His widow, Janet Brewster Murrow, and their son, Casey. Fred Friendly, Ed's old teammate at CBS. Eric Sevareid and Elie Abel. Daniel Shorer and Sander Vanocur. And Leonore Storar, British consul general in Boston, because Ed had been made an honorary Knight Commander of the British Empire back during the war.

Yesterday they played one of Ed's broadcasts from London and showed the "Good Tuesday" film. The occasion was the dedication of the Edward R. Murrow Room at Fletcher, a center Ed had helped plan but did not live to see completed.

So the radio tapes and the reels of television film and Murrow's 2000-volume personal library were turned over to the university so that scholars can hear and see and live those momentous 25 years over again.

Less scholarly perhaps, but equally a measure of the man, memorabilia from his long career in broadcasting were donated yesterday. The table from which he broadcast during the blitz, the letters and papers, the medals and awards, the badge of a quarter-century of globe trotting.

Ed was one of the early practitioners of public diplomacy, sent by CBS to London in the dark days before World War II began. He became America's link to the embattled British people in their finest hours.

Murrow made more than 5000 broadcasts in his lifetime. Best remembered are his broadcasts from London rooftops during the blitz, the "orchestrated hell" of the bomb runs to Berlin, the horrors of the Nazi death camp at Buchenwald.

He returned to this country in 1947 to begin a 12-year evening radio newscast, but he won his greatest popular acclaim with the CBS television series he and Fred Friendly produced, "See It Now."

AT DEDICATION were (from left) Mrs. Murrow, Fred Friendly and Edmund Gullion, dean of the School at Tufts. (Jack O'Connel

Yesterday Friendly came to Tufts to memorialize Murrow's work, and at the same time to warn that the battles Ed waged on behalf of freedom of the media have yet to be won.

Friendly delivered a blistering attack on the Nixon Administration's attitude towards the media. He charged it with "systematically attempting . . . with malice aforethought . . . to sow seeds of serious doubt about the news media.

"And the distrust the executive branch of government is spreading applies not just to the news media but to crucial American freedom."

"The fallout from that distrust can be as damaging as if the chief executive tried to circumvent due process of civil law or military justice."

He praised Murrow as a stateman among journalists, a man who worked for "more journalism, not less, more documentaries, more news analysis, even if it made the corporation or the body-politic itch."

The high standards of broadcast journalism that Murrow worked for, the principles of truth, objectivity and freedom that he pursued — all ran through yesterday's proceedings.

• Asked if the people were being deceived by the press, Elie Abel, formerly of NBC and now dean of Columbia University School of Journalism, said the people are sometimes deceived, but no press.

• Eric Sevare for the need for a

eloquence of 'Good Tuesday'

of the Fletcher
O'Connell photo)

, but not by the

: Sevareid spoke
need for a govern-

ment to explain and defend, not just rationalize, its policies.

● Frank Shakespeare, director of the United States Information Agency, defended the government's information activities, especially the Voice of America.

● William Bundy, former assistant secretary of Defense, defended the government's account of the Gulf of Tonkin incident of 1965.

● John Roche, former presidential assistant and now professor at Brandeis University, warned of the dangers of allowing private interest groups to dictate American information policy toward the Soviet Union.

● Everett Martin, former Newsweek correspondent in Vietnam, and Barry Zorthian, former public affairs officer in Saigon, debated government information policy in the war.

● Roche, Martin, and Zorthian all criticized the news blackout imposed by the American Military Command in Saigon during the early days of the Laotian invasion.

● Daniel Patrick Moynihan accused the media of "crisis mongering" — of manufacturing bad news — and Sevareid replied that the media could not be held responsible for the "general mess, the acrimony" in America today. He found the media more "disciplined, more responsive" than ever before.

There was a good deal of talk about objectivity in reporting and the journalist as advocate of a particular ideology or point of view.

Some remembered perhaps what Ed Murrow told his listeners one night after the news:

"It is not humanly possible," he had said, "for any reporter to be completely objective, for we are all to some degree prisoners of our experience. And we shall try to remember that the mechanics of radio which make it possible for an individual voice to be heard throughout the land don't confer great wisdom or infallibility on that individual.

"This program is not a place where personal opinion should be mixed up with the ascertainable facts. We shall do our best to identify sources and to resist the temptation to use this microphone as a privileged platform from which to advocate action."

Friendly called Murrow a man of great humility and humor, and he was. He began his broadcast one night by saying, "This is SOME of the news."

One of his listeners had written in complaining that Murrow's nightly "This is the news" sounded too pontifical, too all-knowing. Murrow agreed, signing off that night by admitting that he did not know everything and that he had not been delegated to report all the cosmic facts of the universe.

Not the universe, perhaps, but Edward. R. Murrow was the voice of America.

Friendly says Nixon attacks on media peril US freedom

MEDFORD — The Nixon Administration, through Vice President Spiro T. Agnew "seems to be systematically attempting ... with malice aforethought ... to sow seeds of serious doubt about the news media," Fred W. Friendly, former CBS news president charged today.

"And the distrust the executive branch of government is spreading applies not just to the news media but to a crucial American freedom," he warned in his keynote address at the dedication of the Edward R. Murrow Memorial Library at the Fletcher School of Law and Diplomacy on Tufts University campus.

Friendly, the Edward R. Murrow Professor of Broadcast Journalism at Columbia University and an associate of Murrow before the latter left CBS to head the United States Information Agency, further warned: APR 16 1971

"The fallout from that distrust can be as damaging as if the chief executive tried to circumvent due process of civil law or military justice."

Friendly shared the daylong program with a number of other news figures and broadcast journalists who participated in morning and afternoon panel discussions on "Public Diplomacy and the United States Foreign Policy" and the "Responsibilities of the Media in Foreign Affairs."

They were Elie Abel former NBC news commentator; William P. Bundy, former Assistant Secretary of State for Far Eastern Affairs and now an MIT professor; John P. Roche, a Brandeis professor and former adviser to the Johnson Administration; Dr. Daniel P. Moynihan; former member of President Nixon's Cabinet who returned to Harvard in January; Eric Sevareid, CBS commentator and James Reston, columnist and an executive of the New York Times.

Also participating in the programs were Arthur S. Hoffmn of the USIA; Gregory Henderson, acting director of the Murrow Center at Tufts; Benjamin Welles, New York Times, and Everett G. Martin of Newsweek, journalist in residence at the Murrow Center. The program was opened by Dean Edmund A. Gullion of The Fletcher School.

Friendly concluded his address by introducing a TV film of Murrow's "See It Now" program: "Good Tuesday, March 9, 1954" about the late Sen. Joseph R. McCarthy.

Friendly said that Murrow worked for "more journalism, not less; more documentaries, more news analysis, even if it made the corporation or the body-politic itch."

He said the Administration attacks on the TV documentaries such as Agnew's criticism of CBS's "The Selling of the Pentagon" represent a "form of pollution."

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... to sow seeds ..."

"They don't seem to realize that the poisoning of the atmosphere surrounding news reporting may cause a spring as silent and as frightening as Rachel Carson's ..." he continued.

Friendly said that the news media does err and he proposed that public TV stations conduct weekly, and at local levels, a journalism review in the form of a forum where participants in the news arena would get "to have at each other" as a check on the media.